

**sbs**

JUNE, 1957

# SOUTHWEST BUILDING SUPPLY

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4  
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Ann Arbor Mich

*Serving dealers  
and wholesalers*



*in the South-Southwest*

12,750 Copies This Issue



**THIS DEALER WELCOMES JOBBER SALESMEN — page 43**

**MFG. WHOLESALER'S INCENTIVE PLAN — page 48**

## OUR BILL OF GOODS

SECOND ANNUAL  
WHOLESALER ISSUE

*Wholesaler's Vital Role*

*Why We Sell Only to  
Retail Lumber Dealers*

*Survey Shows Trends in  
Lines Jobbers Handle*

*Fact Folders Fill Need*

*Kitchen Sales Ideas*

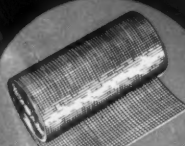
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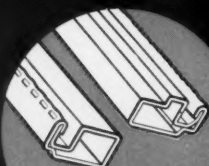
# Dodge

## WIRE CORPORATION

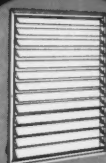
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FOR SEVEN PRIME  
PRODUCTS IN THE BUILDING  
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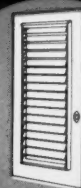
SCREEN  
CLOTH



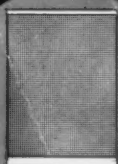
FRAME SCREEN  
COMPONENTS



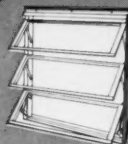
JALOUSIE  
WINDOWS



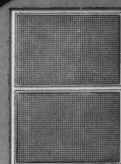
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TENSION  
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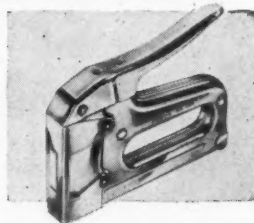


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Ask for name  
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## 'BETTER WAY'

*Shared by Dealers*



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**We Have a  
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Perfect for Fencing—Yet Low in Cost  
1x6 or 1x8 Size

**11<sup>50</sup>**  
Per 100  
Board Feet



JONES-BLAIR  
**REDWOOD  
STAIN**

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This Coupon Good for  
a Whopping  
**10% DISCOUNT**  
on All Cash Purchases—Except Specials  
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"If It's Lumber — Dial Our Number"

**Zarsky Lumber Co.**

510 N. Port (at Lipan)

TU2-2575

### Discount Coupon Boosts Week-end Sales

Borrowing a sales idea from supermarkets and certain types of department stores, the Zarsky Lumber Co., Corpus Christi, Tex., recently ran a clip-the-coupon advertisement. Good for a 10% discount on all cash purchases Friday, Saturday, and Monday the coupon gimmick announces a store-wide sale without actually saying "sale."

Aimed at the Do-It-Yourselfer, the ad also promotes specific week-end specials (not included in the coupon discount) likely to attract house-proud home-owners.

Headlining the ad is a smooth tie-in with OHI: "We have a million dollars to loan!" tells customers at a glance that Zarsky wants them to remodel now and pay later, because their credit is good.

### Dealer's Ad Salutes New Building

The Antrim Lumber Co., Larned, Kan., promoted its own building materials and gained good-will by running a "congratulations" ad in a local newspaper.

"We extend congratulations," the ad ran, "to the officers, directors, and stockholders of the Production Credit Association on completion of their new office." Showing a picture of the building, the ad also congratulated the architect and contractor. "It's a beautiful building and a fine job." And in larger type, "Building Materials Were Furnished By the Antrim Lumber Co."

★ ★ ★

What's your 'Better Way'? Share it with S-B-S readers via this department! Describe it in a letter and include drawing or picture, if available and helpful in presenting your 'Better Way.' If accepted for publication, S-B-S will reward you with \$7.00!



### Trim and Molding Sample Stick

Dick Paris, manager of the Hiawassee Hardware and Supply Co., Hiawassee, Ga., is pictured above, right, showing a customer 21 samples of molding and trim at one time. It's done with a stick — the trim and molding samples tacked on it.

The sample stick hangs on the wall, or sits anywhere in the store or office. Customers find it easy to select from the sample stick. Prices are penciled right on the samples by linear feet.

### Suggests Paving Before Mechanizing

The Williford Lumber Co. occupied modernized quarters last November. Soon afterwards, Williford attended a convention and sat through a materials-handling clinic. He became so sold on mechanization for handling lumber that he bought the fork-lift truck of 6,000 pounds capacity, seen below, for his yard in Dallas, Tex.

He now knows that the fork-lift is a great boon to a small yard — a Better Way. But he has made one discovery that may require an additional investment: paving would be the Best Way.

The Williford Yard is not paved. Part of it is packed solid from continuous use, but new portions are still soft. Rains make new portions even softer, and the fork-lift often bogs down or tilts a heavy load.

So Williford suggests that yard owners considering mechanization give thought to the condition of the yard in relation to level, solid support of a heavy piece of equipment, loaded.



# SOUTHERN

## Metal

### THRESHOLDS and WEATHERSTRIPS

Model A40  
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This modern sweep-over type of threshold is completely water proof, protected at all floor contact points with long lasting vinyl inserts. We manufacture 45 threshold types. Send for new catalog—57A.

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Products**



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ASPHALT



LION ASPHALT  
ROOF COATING



LION ASPHALT  
PLASTIC CEMENT



LION ASBESTOS  
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LION COLD  
PROCESS LAP  
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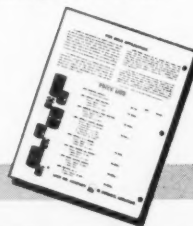
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Here's one of the most practical sales aids you can use . . . and it costs you nothing! Booklet tells, step-by-step, how to repair roofs, how to dampproof walls and foundations with ready-to-use Lion Asphalt Roofing Products. Practical guide for professional roofers and

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## **Free Technical Bulletin Also Available to You**

Complete information on all Lion Roofing Products. Data will be helpful to you and to your sales personnel in suggesting proper application. Bulletins are available free from your Lion Roofing Products distributor.



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# **COMPANY**

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Here's **BLUE**

# PROFIT NEWS

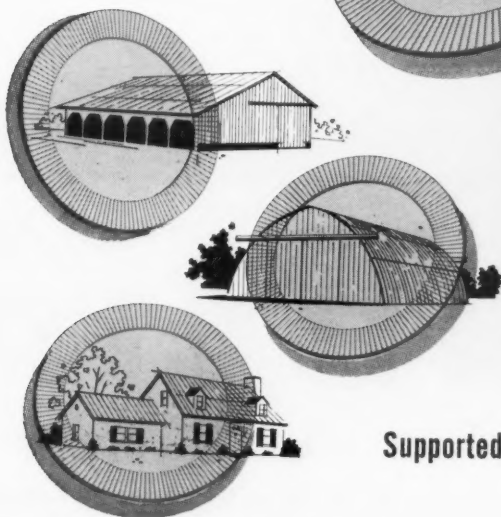
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# REPUBLIC STEEL



*Introducing... another new*

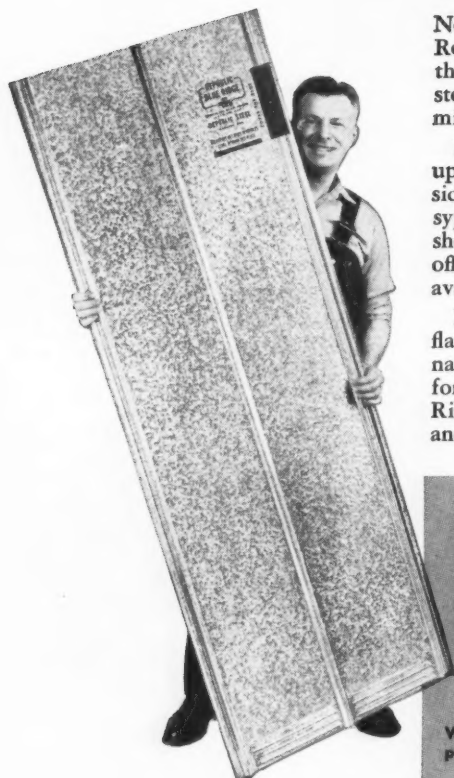
**REPUBLIC  
FARM PRODUCT**



Supported by Farm Magazine and Point-Of-Sale Merchandising

Get into the **BLUE CHIPS** with New...

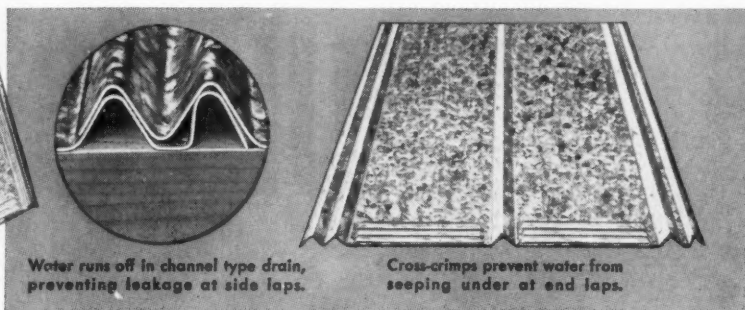
# Republic **BLUE RIDGE**



Now, with strong, new Blue Ridge channel steel roofing, you can make Republic Steel a single source of supply for a wide range of products for the farm market. Blue Ridge is a competitively priced, top-quality channel steel roofing sheet produced at Republic's new continuous galvanizing mill at Gadsden, Alabama—centrally located for quick delivery.

Blue Ridge Steel Roofing has all the waterproof features farmers insist upon. Steep "V" channels to keep wind-blown rain from seeping in under side laps—three cross crimps at the bottom of each sheet to prevent syphoning. For added strength against wind damage, new Blue Ridge sheets can be nailed with five nails across the bottom. Blue Ridge alone offers this feature with no premium in price. New Blue Ridge sheets are available in 29, 28 and 26 gages.

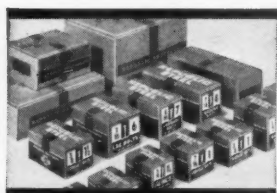
Republic Blue Ridge, along with Republic corrugated roofing, galvanized flat sheets, woven wire fence, barbed wire, automatic-baler wire, chain, nails, nuts and bolts, and plastic pipe, now makes Republic a single source for a wide range of farm products. For complete information on Blue Ridge and the Republic Farm Products shown below, fill out the coupon and drop it in the mail.



Water runs off in channel type drain, preventing leakage at side laps.

Cross-crimps prevent water from seeping under at end laps.

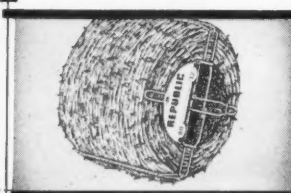
**NOW...ALL THESE FARM PRODUCTS FROM ONE SOURCE...REPUBLIC STEEL**



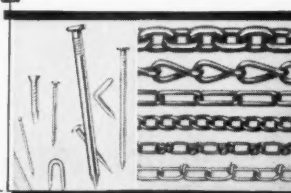
Republic Quality  
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Republic Southern  
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Republic  
Nails

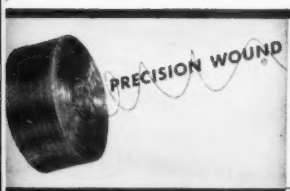
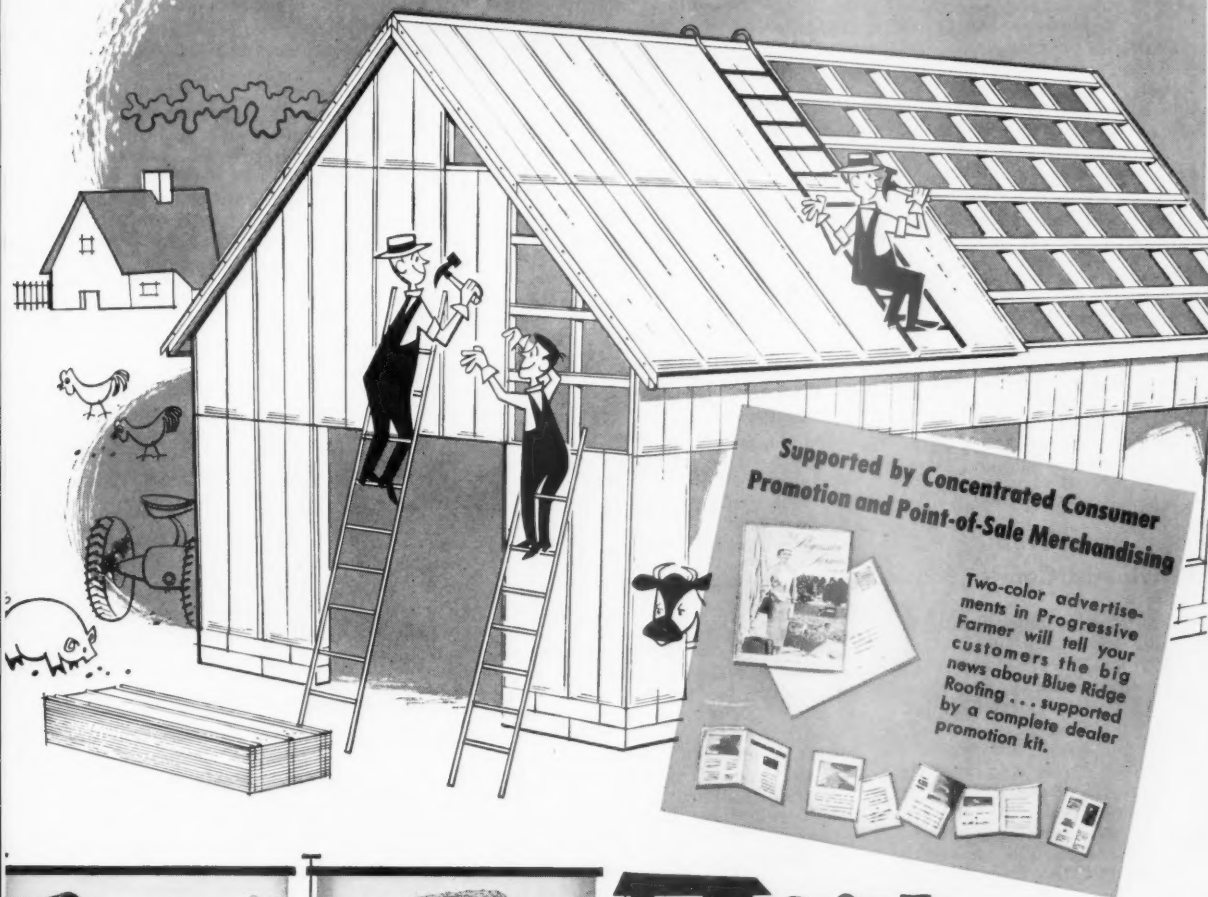
Republic  
Chain

# REPUBLIC

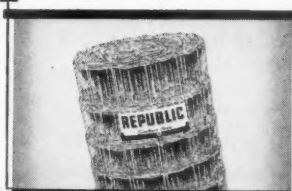


*Manufactured in the South for*  
**Southern Steel Plant—Gadsden, Alabama**

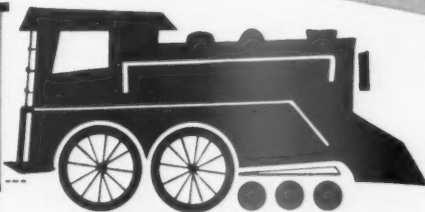
# Steel Roofing



Republic Precision Wound  
Baler Wire



Republic Southern  
Fence



# STEEL

*Southern Farms*

General Offices—Cleveland, Ohio

**REPUBLIC STEEL CORPORATION**  
DEPT. C-4100  
3226 EAST 45th STREET • CLEVELAND 27, OHIO

Send me the Blue Ridge Roofing dealer promotion kit.

Name \_\_\_\_\_

Company \_\_\_\_\_ Title \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# SUPPLY and DEMAND

## Retail, Wholesale Sales Trail 1956 Levels

Sales by lumber and building material dealers during March were 13% below a year before, according to the U. S. Department of Commerce report. All retail sales nationally evened off with last year's March level.

Retail lumber and building material sales for the first quarter were 12% under the same period last year. All retail sales were 4% higher.

Sales by lumber and millwork wholesalers were down 20% in March from a year before. First quarter sales were off 19%. This compared with all wholesale sales being up 1% for the month, and 3% for the quarter.

Declining wholesale volume is reflected in the wholesale price index for lumber and wood products. In April it stood at 120.2 — 6.5% below a year before. The wholesale price index for all commodities was 3.2% higher than a year ago.

## Housing Starts Drop; Legislative Aid Coming

Non-farm housing starts rose to 92,000 units in April — up 11% from March — according to the U. S. Bureau of Labor Statistics. However, April starts were 17% below a year before.

The seasonally-adjusted rate of private housing starts was at 940,000 units in April. This was the first upturn in the rate since last October. For the first four months, however, housing starts were 17% below a year ago and at the lowest level since 1949.

Early action by Congress is anticipated on a compromise housing bill. Down-payments on FHA-insured mortgages are expected to be eased for low- and middle-price homes, more funds provided the Federal National Mortgage Assn. for secondary loan financing, and controls may be set on discounts allowed on FHA mortgages.

## Use of Preservatives Rises 2.5% in 1956

The volume of wood treated with preservatives increased 2.5% during 1956, according to a survey made by the U. S. Forest Service in cooperation with the American Wood Preservers Assn.

Some 254.6 million cubic feet of wood was treated during 1956 as compared with 248.4 million cubic feet in 1955. This is a preliminary report based on figures from 310 of the 345 known wood-treating plants in the country, and represents most of the output of the wood preservation industry. It does not include preservatives applied by the Do-It-Yourselfers.

About 152.6 million gallons of creosote were used for good preservation in 1956, a 1% increase over 1955. Pentachlorophenol use increased 25% to 13.1 million pounds to keep the lead among solid preservatives. Second and third most used solids are chromated zinc chloride and Wolman salts.

## After Hearing, ALS Votes to Leave Standards Alone

The American Lumber Standards Committee held an open hearing in Washington, D. C., on May 16 and followed with an executive session the next day.

The committee voted to leave the standards as they now are. This means continuance of 25/32-inch board thickness without moisture limitation.

The entire discussion centered on whether a maximum moisture content should be tied to finished ALS sizes of boards and dimensions. Fixed moisture content was favored by spokesmen for retailers, contractors, architects, cypress producers, and the Southern Pine Assn. This was opposed by the Northern and Western lumber manufacturers and millwork and wholesaler representatives.

Here is the recommendation the Standards Committee of the National Retail Lumber Dealers Assn. made regarding the standard size change to  $\frac{3}{4}$  inch, which the FHA has accepted pending its approval by the American Lumber Standards Committee:

"The American Lumber Standards for Softwood Lumber, as defined under *Simplified Practice Recommendation 16-53*, includes minimum rough dry thickness and widths of finish, common boards and dimension. Although the word 'dry' is not mentioned in connection with the finished sizes in these three items, the inference must be assumed.

"We endorse the recommendation that 24/32 inches be established as the minimum dressed thickness of all one-inch items now required to be 25/32 inches, and we further en-

dorse the sizes of two-inch dimension specified under Table 'D' of the *Simplified Practice Recommendation* mentioned above. We think, however, that these sizes should be the minimum based on what they would be with a moisture content as defined under paragraph 3.2 of the Interim Federal Specification MM-L-00751d.

"This committee feels that a moisture content restriction should not be placed on the mills or on the purchasers. Any mill should be allowed to ship, and any purchaser to buy, lumber in any state of dryness, or in any size they choose. However, if the American Lumber Standards are to apply there must be minimum sizes.

"Our interest in uniformity is based on protecting the distributor and his customer. Both have a right to this protection.

"It is not our intention to suggest any changes in manufacturing practices or the sale of lumber that does not meet minimum American Lumber Standards requirements.

"However, we do think that if a mill cuts lumber to sizes which, when dry, will be less than the established sizes in American Lumber Standards they should describe the product exactly or risk being questioned."

## Lumber Output Off 4% in Softer Home Market

During the week ended May 11, lumber production was 4.6% below that for the comparable weeks in '56, according to the National Lumber Trade Barometer. Shipments for the week were 3.7% below production, and new orders 0.1% off.

For the year to date, production was 4% below 1956. Shipments to date were 1.4% below output, and new orders were 0.3% less than production.

Southern pine production for the year to date equalled 95% of '56, while orders totaled 100% of '56. Douglas fir output was 99%, and orders 93%, of '56. Western pine production was 95%, and orders 92%.

West Coast lumber prices declined an average of 68 cents during the two weeks ending May 17, according to Crow's Lumber Price Index. This brought industry average prices in 12 months down \$13.82 per 1,000 bd. ft. WPA species lost most ground.

Sanded plywood remains steady at \$72 base price. Plywood sheathing grades remain strong.

# free! redwood information chart #1 "grades and their uses"

● As a service to lumber dealers, architects and builders, Simpson Redwood Company is now publishing a series of practical wall charts that will help you sell more redwood and make more profit from it. REDWOOD INFORMATION CHART NO. 1 "Grades and Their Uses" ● A handy reference wall-chart, size 7" x 22" printed on heavy card stock ● Lists all the common redwood uses and the grades recommended for each ● Gives you extra space to add your own special uses and recommendations. Send for your FREE Information Chart today! Just fill out coupon and mail.

## redwood fact:

*The Heartwood of redwood  
is one of the most durable woods known.  
Its natural preservatives make it  
uniquely resistant to termites and decay.  
Underground pipe lines built out  
of redwood over 100 years  
ago are still giving  
excellent service.*

# Simpson redwood

company  
ARCATA, CALIFORNIA

Member California Redwood Association

• Sales Office, 235 Montgomery St., San Francisco • Regional Offices: Chicago, New York, Los Angeles, Kansas City, Dallas, Cleveland, Minneapolis, Atlanta • Mills at Arcata, Eureka, Klamath, Korb, Calif.

Simpson Redwood Company  
235 Montgomery St., San Francisco, Calif.  
Please send me FREE Redwood Information Chart No. 1

NAME .....  
FIRM NAME .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....

Watch for  
Simpson full page,  
full color ads in  
the Saturday Evening Post.

SR-72-A

# TOP NEWS

**For Dealers, Wholesalers and Manufacturers**

## Celotex Names Dent Asst. Sales Manager

Arthur L. (Dick) Dent Jr. has been appointed assistant general sales manager of the Celotex Corp. by Vice-President Marvin Greenwood, director of merchandising.

Formerly manager of the company's Atlanta branch, Dent will be directly responsible for operations of the Cincinnati, Atlanta, New Orleans, and Texas sales branches. His new office is in the company's Chicago headquarters, along with three other similar sales executives.

Dent has been with Celotex since 1941, starting as a salesman in Texas. He is a graduate of the University of Texas and has served during the past year as president of the Atlanta chapter of the Producers Council.

Succeeding Dent as manager in Atlanta is R. C. Moore, formerly manager of the Pittsburgh sales branch, who will be responsible for Celotex product sales in the Southeast.

Moore has been with the company since 1948. He served as assistant manager of the Atlanta branch from 1952 to 1954. His office is located at 1410 Fulton National Bank Building, Atlanta.

## Mississippi Cement Plant

The Mississippi Valley Portland Cement Co. has begun construction of a multi-million-dollar plant at Redwood, Miss., near Vicksburg.

According to company president Robert W. Hyde, the plant represents a \$3,700,000 investment that will be producing 680,000 barrels of cement annually by early 1958.

This will be Mississippi's second cement plant. The first one is owned and operated at Brandon by the Marquette Cement Manufacturing Co.

## Alum. Window Makers Name 3 Vice-Presidents

The Aluminum Window Manufacturers Assn., at a May meeting in Dallas, Tex., re-elected Robert L. Klein, Windalume Corp., Kenvil, N. J., president and treasurer. John Jansson was re-named executive vice-president.

William E. Zipp, Ceco Steel Products Corp., Chicago, Ill., A. G. Monroe, Reynolds Metal Co., Window Division, Louisville, Ky., and E. C. Munro, Ware Laboratories, Inc., Miami, Fla., will serve as vice-presidents.

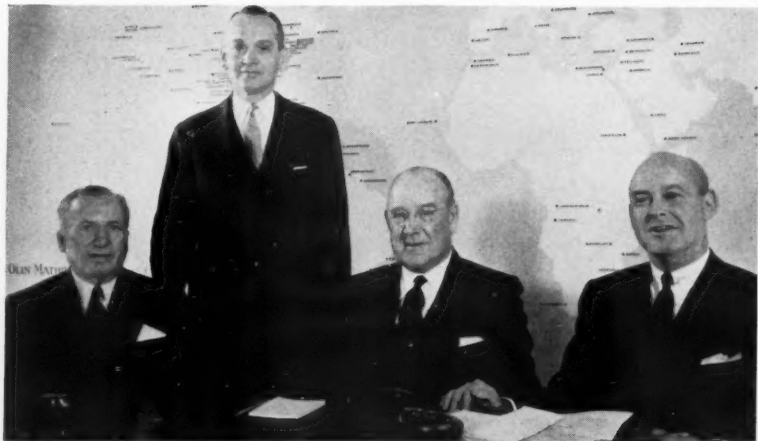
The new board of directors includes Charles H. Thompson, William Bayley Co.; John J. Donovan Jr., Universal Window Co.; Tyler L. Riggen, Valley Metal Products Co.; James Allinson, J. S. Thorn Co.; A. L. Munsell, Truscon Steel Division, Republic Steel Corp.; George A. Murdock, Primalum, Benada Division of Textron, Inc., and Ford D. Albritton Jr., Albritton Engineering Corp.

## Dixie Outlook Bright

Howard B. Johnson, president of the Atlantic Steel Co., Atlanta, declared in Miami, Fla., before the National Assn. of Credit Men, that "the post-war decade will be regarded by history as the beginning of a brand-new economy for one-third of the entire nation."

Every new primary plant in the South opens up the possibility of secondary plants, Johnson said, "and along with them the development of a skilled labor force, large pools of equity capital, and many new business and service enterprises."

## OLIN MATHIESON ADVANCES FOUR OFFICIALS



NEW ASSIGNMENTS among the top management group of the Olin Mathieson Chemical Corp. include, from left to right: John W. Hanes, Stanley de J. Osborne, John M. Olin, and Thomas S. Nichols. Hanes, the retiring chairman of the Finance Committee, was appointed financial consultant and member of the Financial and Operating Policy Committee. Osborne, formerly executive vice-president for finance, was named president of the corporation. Olin, former chairman of the board, is now chairman of the Financial and Operating Policy Committee and continues as chairman of the Executive Committee. Thomas S. Nichols, formerly president, was elected chairman of the board.

A graduate of Harvard, Osborne

has held high-level positions with the Atlantic Coast Fisheries Co. and Eastern Air Lines. During World War II, he was special assistant to the rubber director in Washington, D. C. He joined the Mathieson Chemical Corp. in 1950 as treasurer and financial vice-president. With the formation of Olin Mathieson in 1954, Osborne was named executive vice-president in charge of the International Division. In 1956, he was made executive vice-president for finance.

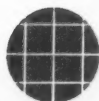
Nichols has been president of Olin Mathieson Chemical Corp. since the company was formed in 1954. Before that he had been president and chairman of the Mathieson Chemical Corp. During World War II he served on the War Production Board.



# AFCO

## the COMPLETE Wall Panel Line

Dealers all over the country applaud AFCO's new expanded line of complete wall panel surfaces. Newly added are AFCO Marble-Board and AFCO Woodgrains. Here are wall panels your customers will want. Nowhere else will you find such beauty of color and patterns. If you are not familiar with AFCO, ask your jobber, or write us.



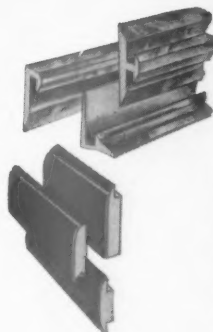
**TIL-LITE** Four-inch tile squares with AFCO's exclusive tangential scoreline.



**GLO-LINE** The modern pattern—eight-inch horizontal lines for harmony and beauty.

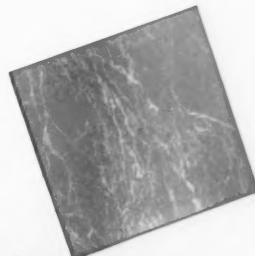


**HILITE** An unbroken mass of gleaming baked enamel to harmonize with other wall finishes.



### MOULDINGS

A complete line of quality extruded aluminum with all face metal or nosings chromodized—never rub off black—at no extra cost. Also Cap, Divider, and Base in all AFCO colors of hard-board mouldings.

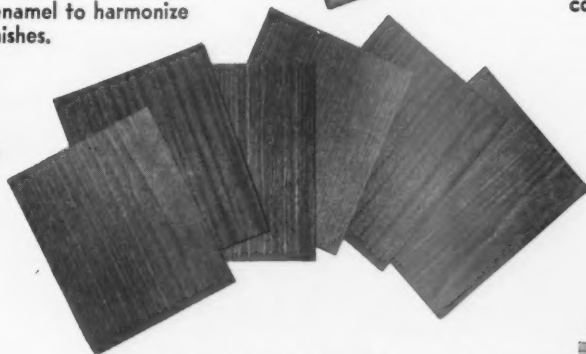


### MARBLE PATTERN

New and attractive, a true reproduction of beautiful Verdi Antique marble available in nine compatible colors.

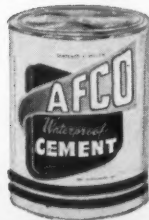
### WOODGRAIN PATTERNS

The beauty of AFCO woodgrains will amaze you. Available in mahoganies, oaks, walnuts, birch, and fruitwood.



### DISPLAYS FOR DEALERS

Free displays for dealers—attractive and practical counter displays, boxed samples, literature, all backed by national advertising.



### NEW AFCO WATERPROOF CEMENT

New formula of superior quality dressed up in a bright new label. For satisfactory adhesion recommend AFCO Waterproof Cement.



# A & F TILEBOARD CO., INC.

P.O. BOX 4085 ALEXANDRIA, LOUISIANA PHONE 3-1838

Some territories still open — write, wire or call.

## Aluminum Firm Elects Milliken as President



L. C. MILLIKEN, above, recently was elected president of the Quaker State Metals Co. of Lancaster, Pa., producers of aluminum mill supply and building products.

A Boston graduate of Dartmouth and the Harvard Business School, Milliken was formerly a vice-president of William Iselin & Co., New York bankers. He later served as treasurer and president of Karl Lieberknecht, Inc., Reading, Pa., machinery manufacturers. Most recently, he was treasurer of Quaker State Metals.

A. H. Charlton, formerly company vice-president and general manager, was named executive vice-president. Charlton, a former sales manager for Reynolds Metals, has been with the Quaker State Metals Co. since its inception in 1947.

Appointed vice-presidents were H. Y. Smuck and Tom Zimmerman. Smuck is general sales manager. Zimmerman heads production.

## Lumber Dealers Aid Okla. Tornado Victims

On April 2, a tornado swept across the town of Durant, Okla., destroying or damaging many of the town's homes and businesses.

Shortly afterwards, two lumber companies—one intact and one suffering damage itself—published their intentions to help.

The Steger Lumber Company, unhurt, immediately offered all its resources to assist the tornado victims in rebuilding or repairing their premises. The company offered its staff to make free estimates and give advice on materials needed. In addition, the company devised a new,

no-down-payment, 36-months-to-pay, plan to help victims finance their purchases.

The Hi-Way Lumber Company, on the other hand, was damaged by the tornado. None-the-less, its stock was usable—and needed by the community. So it advertised new low prices on \$10,000 worth of lumber, gypsum board, paint, roofing, doors, windows, and other building material. This company was helping itself recoup while it helped others rebuild.

Both companies helped their neighbors. And at the same time successfully courted their community's good-will and future business.

## Yale & Towne Buys Thomson Hardware Firm

The Yale & Towne Manufacturing Co. has acquired the patents and business of the Thomson Hardware Division of the Standard-Thomson Corp. and will transfer the manufacturing operations from Vandalia, Ohio, to Yale's lock and hardware plant at Salem, Va.

The Thomson Hardware business consists of the manufacture and sales of a broad line of "roto operators" and other accessory hardware used as components in the manufacture of metal and wood awning windows, casements, jalousies, and projected windows.



CARL H. THEDE recently was appointed manager of the Mobile sales district for the Ruberoid Co. A native of Lincoln, Neb., he attended the University of Missouri and the University of Kansas City. Thede was first with the American Asphalt Roof Corp. and joined Ruberoid when it acquired American Asphalt in 1952. He most recently was Denver sales manager.

# NOW BINSWANGER

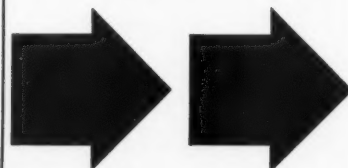
DISTRIBUTES



## Bilt-Well STACK AWNING WINDOWS

# NOW STOCKED

## Immediate Shipment



at  
**ALL  
BINSWANGER  
& Co.**

WAREHOUSE LOCATIONS

Richmond — Columbia  
Roanoke — Greenville  
Florence — Fayetteville  
Macon — Greensboro



**America's  
Most Talked About Kitchens  
Feature**

# BILT-WELL

## Storage Cabinets

BILT-WELL...the cabinet line that offers more advantages for you and your prospects... the line with the greatest consumer acceptance built up through a continuing program of national advertising and promotion.

BILT-WELL Cabinets have been seen by millions of kitchen prospects in glamour kitchen "packages" promoted across the country.

Such kitchens as...



**THE LIVING-CONDITIONED KITCHEN**  
...designed and featured by Living for Young Homemakers magazine.



**BILT-WELL-FRIGIDAIRE 'PINK CLOUD' KITCHEN**  
... Shown at builder and home shows throughout the country and featured editorially in national magazines.



**THE AMERICAN GAS ASSOCIATION KITCHEN**  
...The "hit" of the A.G.A. Unified Gas Exhibit at the '57 Builders Show and featured editorially in New Homes Guide Magazine.



**THE AMERICAN LUMBERMAN KITCHEN**  
...Chosen for the American Lumberman Model Store at the N.R.L.D.A. Show in Chicago as the type of kitchen local dealers should promote.

**BILT-WELL Cabinets** take the costly "stall" out of "install." Come factory pre-fitted for quick, money-saving assembly and installation. Kiln-dried, all-clear, Ponderosa Pine with choice of pine or birch doors. Over 100 cabinet units for multiple use, not only in the kitchen but in every room of the house.

All best reasons in the world why you can sell more and make more with BILT-WELL.

## BILT-WELL WOODWORK

The BILT-WELL Line—**WINDOW UNITS**, Double-hung, Awning, Casements, Basement, Storm and Screen. **CABINETS**, Kitchen, Multiple-use, Wardrobes, Storage, Vanity-Lavatory and Vinyl Counter-tops. **DOORS**, Exterior, Interior, Screens and Combination



Get complete information today. Ask your BILT-WELL jobber or write:

**CARR, ADAMS & COLLIER COMPANY**  
since 1866 Dubuque, Iowa



## Stanley Specialties Open Atlanta Branch

The Aluminum Window and Door Division of Stanley Building Specialties Co., a subsidiary of the Stanley Works, has opened its Southeastern warehouse, showroom, and offices in Atlanta, Ga.

The company has leased a 12,000 sq. ft. building at 950 Ashby Street, N. W., and has modernized the structure as its Southeastern division headquarters. The new division features aluminum sliding glass doors, jalousies, awning windows, horizontal sliding windows, tub enclosures, and many other products manufactured in N. Miami.

Larry L. Putzel has been appointed manager of the Southeastern division. He was formerly Southeastern sales manager for Arnold Products, and general manager of National Aluminum Enterprises.

L. C. Dinsmore, formerly with Metal Arts Manufacturing Co., has been named local branch manager.

The Atlanta branch will serve dealers and distributors in Georgia, Alabama, North Carolina, South Carolina, Tennessee, Northwest Florida. It will sell directly to builders and contractors in the Atlanta area.

## 250 Attend NBMDA Meet in New Orleans

Some 250 members, suppliers, and other guests attended the spring meeting of the National Building Material Distributors Assn. at the Jung Hotel in New Orleans, May 15-18. Gordon Hampton of the Building Products Co., Baton Rouge, served as program chairman.

The association adopted a resolution requesting manufacturers to list their distributors in trade-paper advertising.

A panel discussion on "Efficient Distribution," moderated by Donald L. Moore, editor of SOUTHERN BUILDING SUPPLIES, concluded that it is continuing — instead of being over or just beginning.

C. T. Gilchrist, Western area sales manager for the American Steel and Wire Division of U. S. Steel, Chicago, and J. Vaux Wilson Jr., vice-president of the Homosote Co., Trenton, N. J., gave manufacturer views of the functions of wholesalers.

Robert C. Bourne, president of Tomkins Bros., Newark, N. J., and J. M. Hoak, vice-president of the Wheeler Lumber, Bridge and Supply Co., Des Moines, expressed wholesaler views on efficient distribution.

Sam M. Arnold, Arnold Lumber Co., Kirksville, Mo., and Robert L. Hamilton, Plank Road Lumber Co., Baton Rouge, explained the dealer's attitude toward efficient jobber service and distribution.

G. F. Hoppe, sales promotion manager for Insulite, reported on a survey to show how distributors are "Solving Slipping Sales." More sales meetings of jobber personnel, more dealer meetings, more display service, and sales calls are paying off, he said.

Dr. Wesley Wiksell, Louisiana State University professor of English, captivated the wholesalers with his speech on "Have You Tried Listening?" He said the biggest job of management is a communications center, and that a National Assn. of Manufacturers survey had showed that "poor listening" is a main one of the five reasons why management is inefficient. He listed 16 reasons why managers don't listen — and explained how to avoid each.

Friday afternoon, the distributors and their wives visited the production plants of Celotex, U. S. Gypsum, and other local manufacturers.

The annual meeting of NBMDA will be held in Chicago at the Sheraton Hotel, November 11-13. The next spring meeting will be held in Philadelphia about April 20.

## 400 See Armstrong Plant at 10th Distributor Meet

WHOLESALE distributors of the Armstrong Cork Co. returned to its expanded Macon, Ga., fiberboard plant — where the first convention was held — for their 10th annual meeting. New expansions had just increased the plant from 278,000 to 615,000 square feet — and the types of fiberboard materials produced in it had been increased from five to 14.

Along with several new products, J. O. Sampson announced the formation of a new bureau of lumber dealer merchandising. Sampson, manager of Armstrong's lumber dealer products department, introduced Fred W. Huffman as manager of the new bureau. It will aid dealers in warehousing, materials handling, advertising, display, and customer relations, Huffman said.

Huffman is seen in the lower picture, at right end, with a group renewing friendships in the stock-enclosed "convention hall." Others include N. H. Bundy Jr. of Norfolk, Fred Losch of Los Angeles, David Kritzer of Amarillo, and Al Dunlap, Dallas district manager for Armstrong.

Edgar B. Sterrett Jr. is the assistant manager of the new Armstrong bureau of lumber dealer merchandising. He and Huffman held comparable positions formerly in promotion and sales training.

Seen in the top picture are past

and present Southern members of Armstrong's Wholesaler Policy Committee, a five-man advisory group. From left, the distributors are J. M.

Hagood of Charleston, S. C.; new member M. E. Pipkin Jr. of Miami; N. H. Bundy Jr. of Norfolk, and W. D. Bates of Monroe, La.



## A BETTER LINE BRINGS IN BIGGER RESULTS



### MORAL:

STOCK ALL  
ALENCO  
PRODUCTS  
NOW

More and more Sash and Door Jobbers and Wholesale Building Material Companies in the South and Southwest are swinging to Alenco, the best line you can stock for faster turnover — bigger profits. Immediate delivery in our own vans enables you to enjoy a larger volume business from a smaller inventory.

*For bigger and better sales in the year ahead, it will pay you to stock Alenco's complete line of products now. Write today for the complete Alenco story.*

**SOLD ONLY THROUGH DISTRIBUTORS**

**ALENCO.**  
*Aluminum windows*

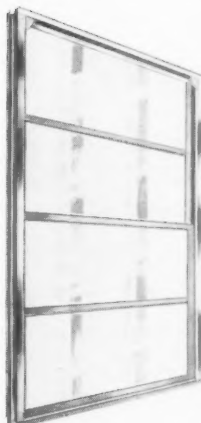
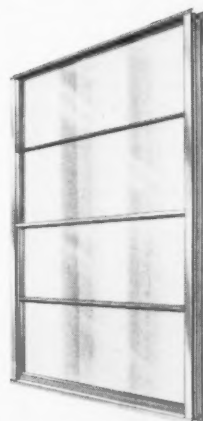
ALBRITTON ENGINEERING CORPORATION  
2501 WROXTON RD. • HOUSTON 5, TEXAS



### ALENCO SINGLE HUNG ALUMINUM WINDOWS

### ALENCO DOUBLE HUNG ALUMINUM WINDOWS

*Designed for beauty —  
Engineered for permanence*

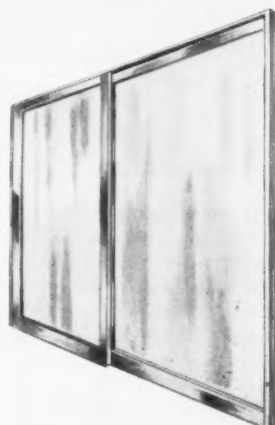


### ALENCO JR.

*America's most economical  
quality single hung alu-  
minum window — priced in the  
same range as wooden  
windows.*

### BRITT SLIDING GLASS DOOR

*As new as tomorrow —  
designed and engineered  
with the "Forward Look."*



## MOVING UP in the industry

**Tectum Corp.** . . . E. W. DOUGLASS has been promoted to the newly-created position of director of marketing. R. D. ALBYN succeeded Douglass as general sales manager. J. SCHLEGEL has stepped up to the position of manager of sales services.

**United States Plywood Corp.** . . . ALFRED W. TEICHMEIER has been appointed to the newly-created post of sales manager of hardwood plywoods. Teichmeier was formerly manager of the Burnside, Chicago, Ill., branch. He has been with U. S. Plywood for 16 years.

**Lamson Mobilift Corp.** . . . JOHN L. BALDRIDGE has been transferred to district manager of the Southern region, with headquarters in Atlanta, Ga. Baldrige was previously district manager of the Dallas office for this manufacturer of industrial trucks.

**The Crane Co.** . . . JOSEPH W. GREENE has been elected vice-president of sales for this Chicago manufacturer of valves, fittings, plumbing and heating equipment. Greene, who moves up from his post as director of industrial sales, has been with the Crane Co. since 1936. CHARLES W. LOVELACE, manager of the company's



CHASE C. COFFEY has been appointed Southern factory representative for the Paine Co. of Addison, Ill. He will work with Paine representatives in Atlanta, Charlotte, New Orleans, Houston, San Antonio, and Dallas. A graduate of the University of Illinois, Coffey was associated with the Celotex Corp. before he joined Paine in January.

valve and fitting department succeeds him.

**Kentile, Inc.** . . . DONALD H. UFFINGER has been appointed general sales manager for this manufacturer of resilient tile flooring. Uffinger, who has been associated with Kentile for ten years, was formerly divisional sales manager in charge of the Cleveland office.

**Youngstown Kitchens** . . . This manufacturer of steel kitchen cabinets, a division of American-Standard, recently named C. D. ALDERMAN as president, MICHAEL L. ONDO as vice-president in charge of sales, and A. D. LEMONTE as director of market research and product development. Alderman succeeds GEORGE E. WHITLOCK, who will continue as division consultant and as a director of American-Standard.

**Ceco Steel Products Corp.** . . . ELMER T. GUSTAFSON has been appointed vice-president and general sales manager of this producer of steel products. Replacing him as vice-president in charge of the structural steel products division is GEORGE R. WERNISCH, former Eastern regional manager.

**O'Brien Corp.** . . . WILLIAM MORRIS has been appointed general manager of the Oklahoma City plant for this manufacturer of paint, varnish, and lacquer. Morris had been with O'Brien at Ft. Wayne, Ind., for 11 years. His father served as the company's general sales manager for 40 years. BUD BERG continues in his post as plant superintendent.

**Yale & Towne Manufacturing Co.** . . . WILLIAM H. MATHERS has been elected a vice-president and secretary of this New York manufacturer of hardware and material-handling equipment. Mathers has served on Yale & Towne's board of directors since 1952, and has handled the corporate legal affairs of the company since 1950 as a partner of Milbank, Tweed, Hope & Hadley.

**Federal Housing Administration** . . . W. HOWES MEADE of Lexington, Ky., is zone operations commissioner for Zone III of FHA. He will supervise FHA's loan insurance operations in eight Southeastern states, Puerto Rico, and the Virgin Islands. Meade succeeds ALBERT E. JOHNSON, who was named head of the FHA office in Indianapolis.

**Baldwin-Hill Co.** . . . RAYMOND F. GOEKE has been appointed general sales manager of this Trenton, N. J., firm. Goeke formerly served as general sales manager of the building materials division of this national manufacturer of spun mineral wool insulating building products. HAROLD WITTKOP succeeded Goeke in the latter position.

## NLMA Appoints Doyle Executive Vice-President



MORTIMER B. DOYLE of Chicago, above, has been elected executive vice-president of the National Lumber Manufacturers Assn. He succeeds Leo V. Bodine, who recently resigned to become a vice-president of the Diamond Match Co.

As NLMA's chief administrative executive, Doyle will be responsible for the association's headquarters in Washington, D. C., and its field offices in New York, New Orleans, Chicago, and San Francisco.

Doyle comes to the lumber post from his position as manager of Midwest operations of the National Association of Manufacturers. He joined NAM in 1947 after holding executive positions in the communications and heel manufacturing industries. He is an alumnus of the Industrial War College.

Factors responsible for the growing popularity of one-story wood schools comprised the main topic at the spring meeting of the board of directors of the National Lumber Manufacturers Assn., May 13-15, at the Statler Hotel in Boston, Mass.

## Architecture Exhibition

The development of American architecture over the past century will be illustrated in a photographic exhibition running to July 15 at the National Gallery of Art, Washington, D. C.

The first large-scale architectural display and one of the largest temporary shows ever held at the National Gallery, the exhibit will occur during the Centennial Celebration Program of the American Institute of Architects in the nation's capital.



# FIRST AGAIN



**New**  
**TEAR TAPE**  
**FOR EASY**  
**OPENING!**

**ZIP . . . AND THE  
TOP COMES OFF!**



First to introduce the handy Nail Caddy, Atlantic Steel Company is first again with another great advance in nail packaging.

The Nail Caddy now comes with a built-in tear tape that makes it easy to open.

Nothing else has been changed. It's the same sturdy, reinforced fiberboard container, easier to handle, store, display, and use.

Order DIXISTEEL Nails in the new Nail Caddy with the convenient tear tape.

## ATLANTIC STEEL COMPANY

P.O. BOX 1714 • ATLANTA 1, GEORGIA • TRinity 5-3441



*Tensulate spun mineral wool insulation...*



**TENNESSEE**  
**PRODUCTS & CHEMICAL**

*Corporation*

NASHVILLE, TENNESSEE

A DIVISION OF THE CHEMICAL,  
PAINT AND METALLURGICAL  
DEPARTMENT OF  
MERRITT-CHAPMAN AND SCOTT  
CORPORATION

# Fastest delivery in Dixie!

...another reason it pays to sell

**TENSULATE** quality building materials

WE'VE gone one better than the Colonel's steed by offering moment's-notice truck delivery of Tensulate spun mineral wool and Tensulate perlite within 300 miles of Nashville.

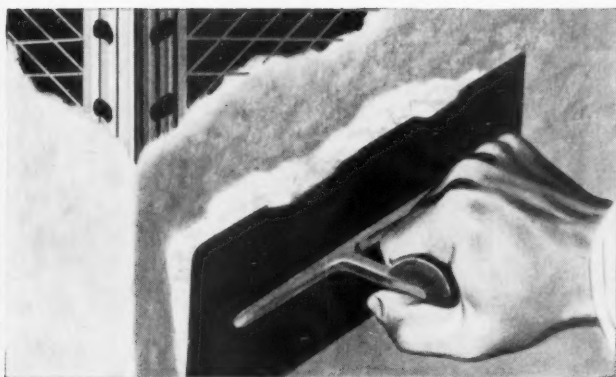
Spun mineral wool, in granulated, full-thick, semi-thick or nominal batts, fully paper enclosed or aluminum foil reflective, is the ideal insulation to stock for profit. Attractively packaged in extra strong tubes or bags

for economical handling and storage.

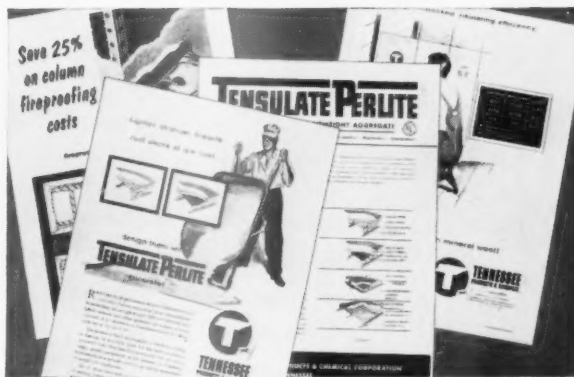
Tensulate perlite is the lightweight aggregate contractors are asking for. One aggregate is suitable for plaster and lightweight concrete. Special transit mixer aggregate insures high yield for "ready mix" operations.

Stock both Tensulate mineral wool and Tensulate perlite... for rising sales, higher profits. Send the coupon below for complete Tensulate literature and prices.

*Nothing beats Tennessee's service in Dixie!*



and Tensulate perlite for plaster or concrete...



quality products backed by strong promotion

MAIL  
TODAY

TENNESSEE PRODUCTS & CHEMICAL CORP.  
Nashville 3, Tennessee

Please send complete information on

- ☐ Tensulate Spun Mineral Wool      ☐ Tensulate Perlite  
☐ Have your representative contact us

Name \_\_\_\_\_

Title \_\_\_\_\_


Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_







## Sales idea that works: the beauty of windows in lasting wood!

Man to man, here's some girl talk to help you sell more windows.

For, whether you're talking to a home builder or home buyer, you know it's the *girl* who says yes on a particular home.

And to her, the most important things in a home are her kitchen—and beautiful windows. Give her a kitchen with Andersen WINDOWALLS and she'll love it. Perhaps Andersen Casements, like these, that give her a view . . . swing outward at a fingertip touch . . . yet close weathertight.

WINDOWALLS with the warm beauty of wood, in keeping with the new trend toward *paneled* kitchens. Wood, so she knows she's in a home, not an institution. Wood, the natural insulator, toxic treated by Andersen against moisture, rot, termites.

Arm your builder-customers with those sales points. Use them yourself when you talk to buyers. And see how you close those sales.

For full information on all types of Andersen Wood Window Units, see your WINDOWALL distributor or write direct to Andersen.

**Andersen Windowalls** TRADEMARK OF ANDERSEN CORPORATION are quickly  
available from complete stocks of these distributors:

### ALABAMA

Birmingham Sash & Door Co. Birmingham

### FLORIDA

Huttig Sash & Door Co. Jacksonville

### GEORGIA

Huttig Sash & Door Co. Atlanta

### KANSAS

Rock Island Wholesale Co. Wichita

United Sash & Door Co. Wichita

### KENTUCKY

Huttig Sash & Door Co. Louisville

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### LOUISIANA

Davidson Sash & Door Co.

Alexandria, Lafayette, Lake Charles

New Orleans Sash & Door Co. New Orleans

United Sash & Door Co. Baton Rouge

### MARYLAND

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Memphis Sash & Door Co. Memphis

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ANDERSEN CORPORATION • BAYPORT • MINNESOTA

# RESEARCH DATA RELEASED BY DUR-O-WAL

## Independent Study Now Available to Industry

In an effort to obtain pertinent information as to how joint reinforcing actually affects the strength of masonry construction, Dur-O-wal sponsored a program of research carried on by the Research Foundation of the University of Toledo in 1956. The study was designed to provide data on the following items:

1. The relative lateral strength of walls constructed with various types and amounts of reinforcing.
2. The relative effectiveness of various types and amounts of reinforcing used in walls laid up with mortars of widely varying strengths.
3. The effect of deformation in the side rods on the bond in both weak and strong mortars.
4. The effect on bond of the joints formed by the side rods and cross rods.
5. The effect of deforming on the strength of the side rods.

A total of 39 walls, 9'-4" x 4' were built and tested. More than two dozen tension tests were made on plain and deformed wires; 80 pull-out tests were made to determine bond characteristics.

## Guide for Comparison

Three points of importance in comparing quality —

1. Weight of material
  - a. Comparison of actual weight per 1000 lineal feet.
  - b. Flexural strength in relation to weight of steel in wall.
2. Deformation
  - a. Report of tests
3. Mortar Locks
  - a. Report of comparative tests

## Dur-O-wal Distribution

More than 8,000 dealers stock Dur-O-wal, which is distributed in key markets throughout the United States. It is readily available in your area now.



## Widening Design Horizons

By scientifically combining steel with concrete, architects are provided with new freedom of design and new economy of construction. Dur-O-wal is designed to fill a basic need for an economical, fabricated reinforcing member for masonry walls. You are invited to send for your copy of the research findings to learn how this truss design member provides superior lateral and horizontal reinforcing.



## Adequate Manufacturing Facilities

Dur-O-wal is manufactured by the Dur-O-wal Division, Cedar Rapids Block Company, Cedar Rapids, Iowa; Dur-O-wal Products, Inc., Box 628, Syracuse, N.Y.; Dur-O-wal of Illinois, 119 N. River Street, Aurora, Illinois; Dur-O-wal Products of Alabama, Inc., Box 5446, Birmingham, Alabama; Dur-O-wal Products, Inc., 4500 E. Lombard St., Baltimore, Md.; Dur-O-wal Div., Frontier Mfg. Co., Box 49, Phoenix, Ariz.; and Dur-O-wal, Inc., 165 Utah St., Toledo, Ohio.

Advertisement

## STRENGTH

*for heavy duty*

## GRAIN

*for finish beauty—*

*you get them both with*

## LARCH

*one of the dependable woods*

*from the Western Pine mills*



Larch is a strong, beautiful wood that can be used ideally for either structural purposes or for many types of interior architectural woodwork.

It comes in 3 select, 5 common, 3 structural, 4 dimensional grades, and can be ordered in straight or mixed car lots along with other woods from the Western Pine mills.



Get the facts on LARCH. Write for the FREE illustrated booklet to WESTERN PINE ASSOCIATION, Yeon Bldg., Portland 4, Oregon.

## The Western Pines

Idaho White Pine

Ponderosa Pine

Sugar Pine

and these woods from  
the Western Pine mills  
WHITE FIR  
INCENSE CEDAR  
RED CEDAR - DOUGLAS FIR  
ENGELMANN SPRUCE  
LODGEPOLE PINE - LARCH

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING  
GUARANTEES LUMBER TOMORROW



the NEW LOOK in roofs!

**FRY 3-D** Shado-Bilt

**290 LB.**

**ASPHALT SHINGLE**

**ROOFING**

**20-YEAR**



New FRY 3-D has natural slate dark colored top strip, with tabs in your choice of 13 gorgeous colors. When brightly colored tabs overlay dark slate strip, the black showing through the tab cutouts makes the shingles look 3 times thicker. Roof has wonderful massive appearance!

**FULL-VALUE BONDED**

► The most exciting development in asphalt shingle roofing since the advent of color! Amazing *three-dimensional* effect . . . strikingly beautiful . . . that shouts "A Fry Roof!" from as far as you can see it. Prospects look . . . admire . . . then *want* it. Yes, the new Fry "Shado-Bilt" is its own salesman. About all you have to do is tell the home-owner about Fry's **FULL-VALUE** 20-Year Bond . . . and the deal is clinched!



**LLOYD A. FRY ROOFING COMPANY**

*World's largest manufacturer of asphalt roofing and allied products—  
19 roofing plants strategically located coast to coast*

**GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois**



**"EVERYTHING HINGES ON HAGER!"\***

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.  
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



\* ©



## Your builder customers will go for this easy-to-demonstrate shingle

...the New **FLINTKOTE**  
self-sealing,  
hurricane-resistant

# SEAL-TAB

Now you can offer builders and applicators an exciting new idea in an asphalt shingle. A shingle loaded with special advantages... special selling points for you and your customers.

You can convincingly show customers how SEAL-TAB\* provides the easily demonstrated self-sealing, hurricane-resistance that really impresses home buyers and home owners.

You see, each SEAL-TAB shingle has a special adhesive on the underside of the butt. The sun's heat bonds the SEAL-TABS together to produce an integrated

roof... so tightly bonded that even hurricane winds can't lift a tab.

In SEAL-TAB, you can offer a variety of specially handsome, pleasing colors. A shingle backed by a name that stands for extra years of service: Flintkote, *originator* of the asphalt strip shingle.

Ask your Flintkote representative to demonstrate the SEAL-TAB advantages to you. Or write for complete information to: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.



### Quick...Easy...and Trouble-free Application

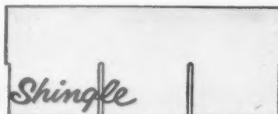
The SEAL-TAB has an exclusive Flintkote Aluminum Strip that retards the action of the adhesive until it is needed. It keeps the shingles free in the bundle... they don't have to be broken apart on the job. A SEAL-TAB roof is quick, easy and economical to apply.

\*A trademark of The Flintkote Company, Patented—U. S. Patent 2,210,209—also patent pending.



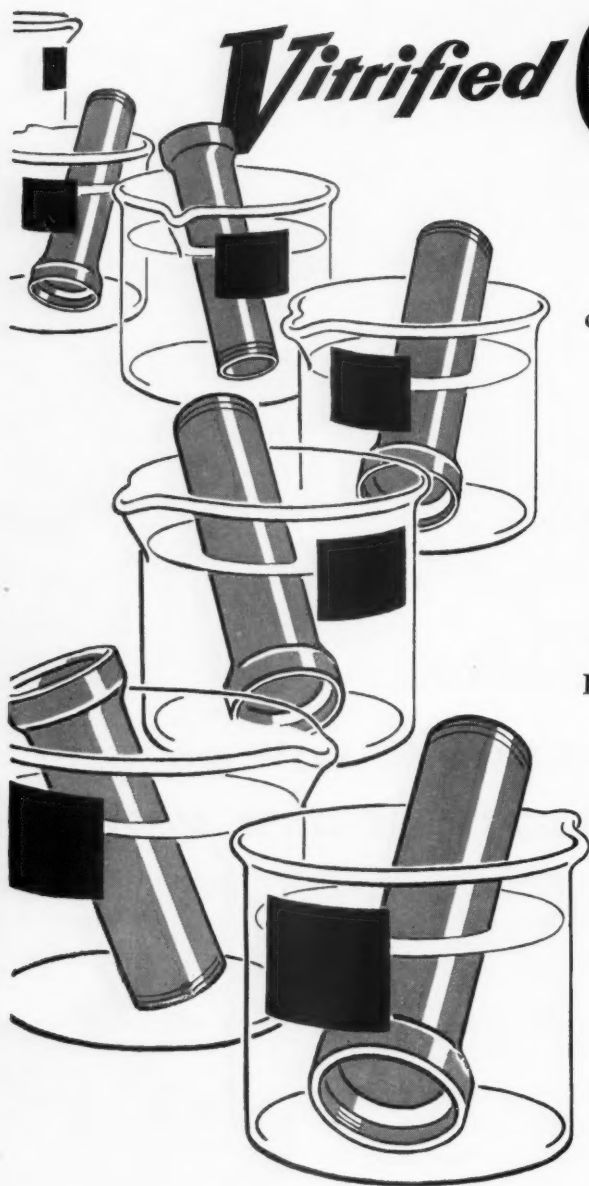
## FLINTKOTE

*Originator of the Asphalt Strip Shingle*



**Any Drain-Cleaning Compound  
can be used SAFELY with**

# *Vitrified* **CLAY PIPE**



You've seen drain-cleaning compounds sizzle and foam as their caustic corrosive chemicals react together. Perhaps you've even seen some types of *non*-clay pipe that were eaten away by these compounds.

But Vitrified Clay Pipe is completely unaffected by these chemicals—in any concentration, and in any quantity. At the

Clay Pipe research laboratories in California, production-line samples of Clay Pipe were soaked for weeks in concentrated solutions of 10 different drain-cleaning compounds. Result? Every section of Clay Pipe came through as sound, true, and free from corrosion as the day it was made.

Tests like these have been going on for years. You can be sure you're getting the latest and best when you use Vitrified Clay Pipe.

SPECIFY

**OCONEE**  
Clay Products Company  
MILLEDGEVILLE, GEORGIA



C-954-2



# NOW!

## Join the BIG SWING To



**WOOD  
WINDOW  
UNITS**



DESIGNED  
"for a *HOUSE* time"  
OF SATISFACTION

YOUR GUIDE TO WINDOW QUALITY



- Correctly designed
- Properly constructed
- Made from carefully selected kiln-dried lumber
- Preservative treated
- Properly balanced
- Efficiently weatherstripped



FLOOR  
DISPLAY  
MODELS  
AVAILABLE



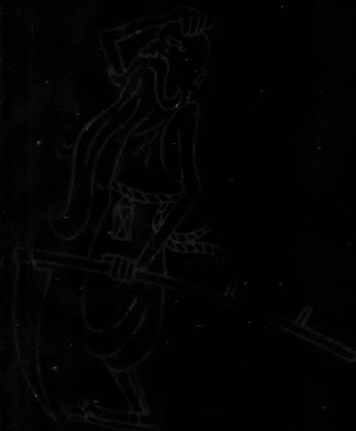
*Rock Island*

**MILLWORK COMPANY**

FACTORY DIVISION  
ROCK ISLAND ILLINOIS

If Rimco Wood Window Units are not available from your Distributor, write Factory Division for name of your nearest source of supply.

*Permanent Protection*



## MONARCH METALANE WEATHERSTRIP

For more than a generation MetaLane®, a pioneer development by Monarch, has proved its superiority and permanence in millions of installations in every locale and climate.

The alloyed aluminum, from which MetaLane is made, is produced to Monarch's critical specifications for strength, resiliency, formability and hardness. When delivered to Monarch and inspected, it is then cleaned and etched to achieve its distinctive silvery color. Next step is anodizing in an electrolysis of diluted sulphuric acid to give it an anodic oxide coating. After rinsing and drying, the billions of sub-microscopic pores in the aluminum oxide surface are then permanently sealed with a lubricant.

This costly method, similar to Alumilite finishing, but supplemented by several Monarch exclusive processes, results in the exceptional durability, serviceability and beauty for which MetaLane is famous.

The hard, smooth, impervious surface of MetaLane weatherstrip provides the ultimate in resistance to climatic corrosion®, abrasion and wear®, discoloration and stains. Its clear, lustrous metallic finish stays bright and beautiful®, won't roughen or collect dirt®, and in normal usage will protect during the entire life of any windows and doors on which it is installed.

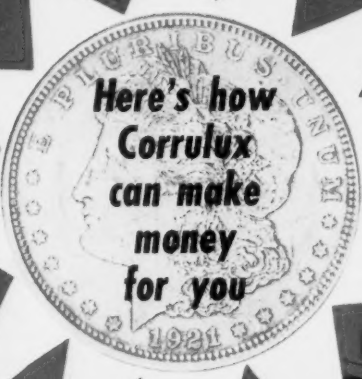
Insist that the window and door units you sell or buy are equipped with Monarch MetaLane Weatherstrip. Although costing no more, it far exceeds any other weatherstrip in efficiency, permanence and value.

① "Anodic Coatings On Aluminum" by F. Keller and J. Edwards, Aluminum Research Laboratories, New Kensington, Pa. Iron Age Nov., 1946.

② "Finishes For Alcoa Aluminum," Aluminum Company of America, 1955.

③ "Finishes For Aluminum" by R. V. Vandenberg. Machine Design, Oct., 1953.

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.



factories

commercial buildings

homes

schools

15 colors —  
Granitized and  
smooth  
Farm, residential  
and industrial  
corrugations  
Flat panels —  
also factory-cut  
window panes

Corrulux sales are ready-made, a quality product, nationally advertised and widely distributed.

Thousands of successful installations have proved the industrial need for shatterproof skylights, sidelights and flat glazing. Commercially and for residential construction — decorative canopies, awnings, luminous ceilings and partitions are only a few applications of this versatile and beautiful translucent building panel.\*

There is a Corrulux distributor near you — call him and learn the Corrulux story.

# Corrulux®

L-O-F GLASS FIBERS COMPANY,  
P. O. BOX 20026, HOUSTON 25, TEXAS

\* Fire Resistant  
**CORRULUX PYRO-PANL**  
is available for use where  
codes are restrictive

## CORRULUX DISTRIBUTORS

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| <b>ALABAMA</b><br>Birmingham<br>Dothan<br>Gadsden<br>Mobile<br>Montgomery<br>Prichard  | Birmingham Steel Buildings<br>Dothan Glass Co.<br>Kimball Paint & Glass Co.<br>Underwood Builders Supply Co.<br>Alabama Steel Buildings<br>Pitman Brothers<br>Prichard Glass Co.  |
| <b>ARKANSAS</b><br>Little Rock   | Arkansas Foundry<br>Binswanger & Co.  |
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| <b>DISTRICT OF COLUMBIA</b>  | Hires Turner Glass Co.  |
| <b>FLORIDA</b><br>Fort Myers<br>Jacksonville<br><br>Miami<br>Orlando<br>Panama City<br>Pensacola<br><br>Tampa  | Bob Dean's Welding Service<br>Chaplin-Hobson Co.<br>Hull Metal Supply Corp.<br>A. C. Ferguson Co.<br>Florida Glass & Mirror<br>Acme Glass Co.<br>Gulf Coast Steel Buildings<br>Southern Insulating & Awning Co.<br>Florida Steel Buildings  |
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| <b>OKLAHOMA</b><br>Oklahoma City<br>Tulsa  | Fiberglass Industries<br>Braden Steel Corp.   |
| <b>SOUTH CAROLINA</b><br>Charleston Hts.<br>Columbia<br>Florence<br>Greenville<br>Roebuck  | B. L. Montague Company<br>Binswanger & Company<br>Binswanger & Company<br>Binswanger & Company<br>Roebuck Steel Buildings   |
| <b>TENNESSEE</b><br>Chattanooga<br>Kingsport<br>Knoxville<br>Memphis   | Hale & Wallace, Inc.<br>Holston Glass Co.<br>Southeastern, Inc.<br>Acoustics & Specialties, Inc.<br>Binswanger & Company  |
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| <b>VIRGINIA</b><br>Norfolk<br>Richmond<br>Roanoke  | Building Supplies Corp.<br>Binswanger & Company<br>Binswanger & Company   |
| <b>WEST VIRGINIA</b><br>Charleston<br>Parkersburg<br>Wheeling  | Allied Services, Inc.<br>Wholesale Distributors, Inc.<br>Scott Lumber Company   |

We take pleasure in announcing the  
appointment of a new Corrulux distributor  
**SOUTHERN STATES IRON ROOFING CO.**

Savannah, Ga.	Nashville, Tenn.
Miami, Fla.	Richmond, Va.
Raleigh, N. C.	Atlanta, Ga.
Birmingham, Ala.	Memphis, Tenn.
Louisville, Ky.	

# CELOTEX

INSULATING

## ROOF SLABS

**ROOF DECK • INSULATION  
FINISHED CEILING**

*...all in 1 product!*



**SAVE TIME, LABOR, MATERIALS!** Big, lightweight 2' x 8' units, with modified tongue-and-groove long edges, speed installation. Easy to saw, nail. Available in 1½", 2" and 3" thicknesses for specific degree of insulation required.

**VAPOR SEAL TYPE:** Celotex Insulating Roof Slabs are also available with built-in vapor barrier and exclusive vapor seal gasket.

**ALL CELOTEX INSULATING ROOF SLABS** are Ferox\*-processed for effective protection against dry rot and termite attack.



GROWING POPULARITY of open-beam construction increases demand for this multi-function product. Celotex Roof Slabs feature an attractive white factory-finished under-surface and bevel-edge that shows off exposed beams to best advantage. Paintable, too, if desired. This is the modern way to build. Smart. Better. Cost-cutting. And, with Celotex brand, just one product, one application, provides rigid, strong structural roof deck . . . comfortable, all-weather insulation . . . attractive, finished ceiling . . . plus the performance assurance of a name nationally known for quality.



FOR SAMPLES, HELPFUL LITERATURE, CONSTRUCTION DATA, CONTACT YOUR CELOTEX REPRESENTATIVE OR WRITE DIRECT.

A Famous Line of Quality Building Products,  
Nationally Advertised Under the Celotex Brand Name

# CELOTEX

THE CELOTEX CORPORATION • 120 S. LA SALLE ST. • CHICAGO 3, ILLINOIS



# The Most Complete Window & Door Unit MERCHANDISING PACKAGE ever offered Building Material Dealers

Never in the history of windows and doors has a Southern manufacturer offered its dealers so many complete sales tools. Merchandising aids, product literature, home-owners' warranties, field promotions, newspaper and radio advertisements ... everything conceivable to make your selling

job easier, your volume of business bigger. To get the complete story about how you can take part in this effective sales program, contact us and tell us when to come see you. We suggest you don't delay. This is the biggest program in building materials history!

*Here are some of the sales helps offered*



## Store Displays

In one compact, attention-getting floor display you can show your builder-customers the National window and door units that are engineered for every opening in the house. Small, removable samples of each unit manufactured by National are attached to this self-supporting display.

These are operating models containing all the outstanding features of the National line.

## Newspaper Ad Mats

Effective newspaper advertising mats are available free for local promotions. These mats combine a strong home-owner appeal with a hard-hitting sales message. They are available on the most popular window, door and closet-front units.



**RADIO COPY IS SUPPLIED FREE, ALSO**

## Catalog Folders

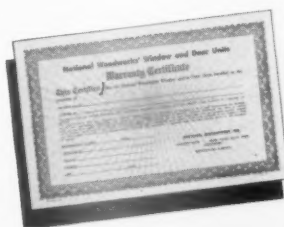
Attractive, two-color folders and catalog sheets on panel windows, double-hung windows, closet fronts, awning windows and door units list advantages and practical applications of these units. Complete specifications and details will appeal to architects, builders, contractors. Space is left on the back of each for your name imprint, making these pieces ideal for handouts to prospective customers.



## Home-Owners Warranty

To back up your sales of National Woodworks Window and Door Units, home-owners' warranties are issued guaranteeing good workmanship and materials. Builders and home-

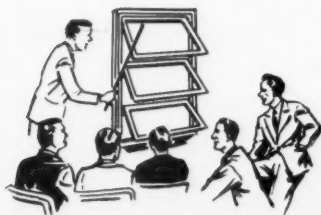
owners know what they are getting and know that the factory stands behind its products. There's no doubt about National's quality and you will find it easy to sell.



## Sales Training Meetings

National will work with you in training your sales personnel, in holding sales meetings for your own staff. Trained National representatives will work with your people in conducting field or store meetings for your customers. For technical training, plant training schools are being held at the National factory.

**INCREASE YOUR UNIT SALES BY TYING IN AS A NATIONAL MERCHANDISER. WRITE OR WIRE FOR A FACTORY REPRESENTATIVE TO GIVE YOU COMPLETE DETAILS.**



*National Woodworks manufactures a window and door unit  
for every opening in the house.*

**NATIONAL WOODWORKS, INC.**

2201 29TH AVENUE, NORTH

BIRMINGHAM 7, ALABAMA



# 5 REASONS TO *Bank on* HOMASOTE

*the weatherproof insulating-building boards*

WE ASSOCIATE with Banking, the idea of valuables—money, stocks and bonds, deeds, insurance policies, jewelry. These are articles of *dependable value* which the banker keeps safe for us—against our needs.

In the present building market—with its ups and downs—the builder and the dealer will do well to consider and weigh the *dependable value* of the building materials they handle. Doubly important is their involvement and investment in the bread-and-butter, \$21-billion modernization market. If they work with known quantities, they can protect themselves against costly surprises.



## QUALITY

is one of the yardsticks of *dependable value*. As the makers of Homasote, we are not suggesting that Homasote Boards are so precious they require storage in bank vaults. We can establish Homasote quality with one simple fact...there are no storehouses at the Homasote Mill. Winter or Summer, any Homasote on hand is stored outdoors—as it has been for 42 years. That is why Admiral Byrd could build Little America with Homasote—and find the material "as good as new" 16 years later. That is why you can use this true "outdoor board" for exposed exteriors as safely as for the finest interiors. Homasote can wait weeks, months, or years to be painted, if need be. That is why leading architects and builders now specify this top-quality product for their top-quality homes.

All Homasote Products are Quality Products—born of almost half a century of American pioneering. They have stood the test of time—and of every kind of climate and weather condition. They are made—each piece individually molded—by careful, scientific engineering. Every end use is the result of extensive research, backed by the experience of satisfied users over periods as long as 40 years.

Homasote Products are usually cheaper applied—always cheaper in the long run. And—Homasote *always* stands back of its products.

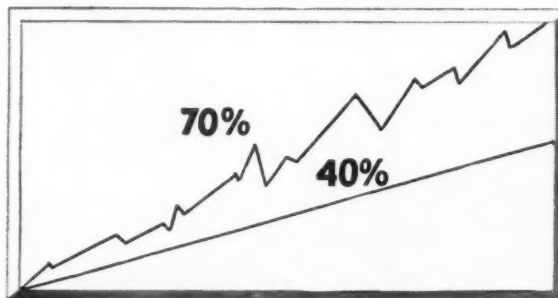


## KNOWN POLICIES

There was once a bank president who said, "I keep my desk in the bank's front window. The least I can do is to let the customers and the stockholders know where I am at all times." Similarly, you always know where Homasote stands.

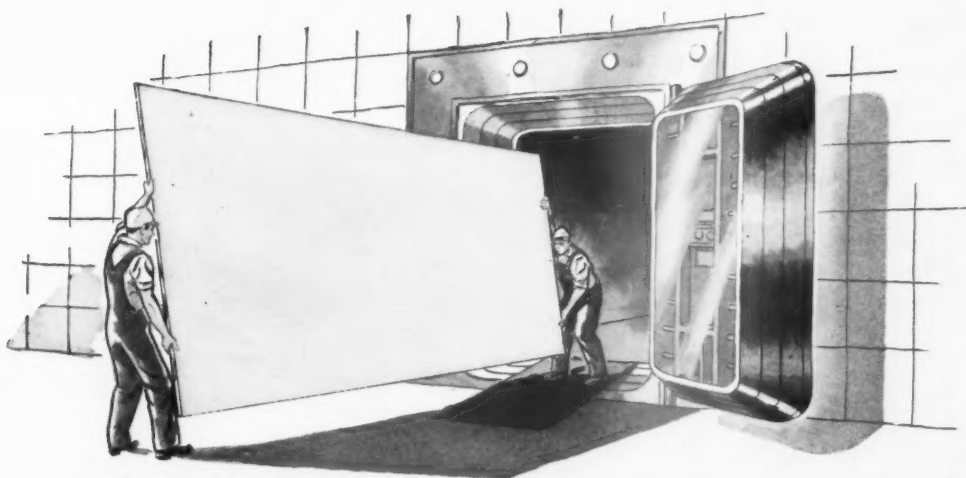
Homasote's business policies are known policies—made clear to all by every Homasote Representative, frequently reaffirmed in writing by Homasote Management. Whether it is a matter of allotment, distribution methods, or discounts, there are no variations. By this adherence, the interests of the retailer and the distributor are just as fully protected as are the interests of Homasote Company.

In essence, you can feel that your trading in Homasote Products is a dependable lifetime investment—the kind of business and the kind of security on which there is never any buying or selling on margin, never any under-the-table dealings.



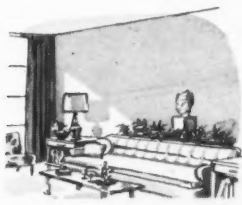
## DEPENDABLE PRICES

There is no greater proof of known policies than dependable prices. Over the past 20 years, Homasote prices have slowly increased by 40%; the prices have never receded. In the same period, many other products have gone up in price by some 70%; this increase was on a fluctuating and frequently unpredictable basis. The end result is that no retailer or distributor of Homasote has ever bought at a given price and found, the next day, that the price had been cut.



## WIDE RANGE

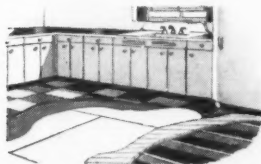
Given quality and dependability, a wide range of products becomes an asset—to the dealer, the distributor, and to the manufacturer. One standard of research, field testing, and **know-how** goes into every product. The multiplicity of products and applications enables you to place combination orders with one manufacturer—on the basis of true economy.



**WALLS**—Standard Homasote (with linen finish) is available in 2 thicknesses and 17 stock sizes—for interiors and exteriors. Striated and Wood-textured Homasote panels are available in 3 widths, for decorative use inside or out.

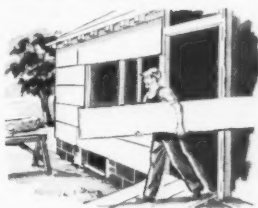


**SIDINGS**—A beautiful exposure of either 10" or 14" is provided by economical, durable Homasote Beveled Siding. Now also available is Homasote grooved vertical siding for strikingly modern designs.

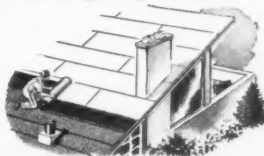


**UNDERLAYMENTS**— $\frac{3}{8}$ " Resilbase and  $\frac{3}{4}$ " Homasote Underlayment—both in 4' x 4' sheets—are resilient—for walking comfort and for the longer life of quality floor coverings. Resilbase takes the place of a pad under wall-to-wall carpeting.

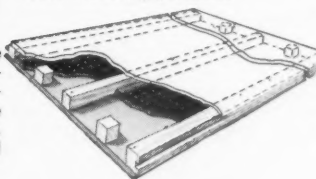
**SHEATHING**—The famous Homasote One-Man Sheathing, in 2' x 8' V-jointed panels, is in a class by itself. In sizes up to 8' x 14', Homasote  $\frac{15}{32}$ " Big Sheets are the economical sheathing materials for all types of finished exteriors.



**ROOF DECKING**—Homasote Type RD comes in 2' x 8' slabs, in 4 thicknesses. Properly applied, these panels support shingles, tiles, built-up roofing, or 4" of lightweight concrete.

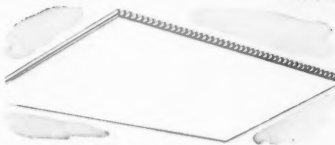


**AIR-COR PANELS**—Scientifically engineered to overcome condensation problems under roofing, these multi-layer panels use Nature's own principle of weather-air ventilation to draw off moisture—reduce heating and cooling costs as well. Wilson Air-cor panels also make excellent sound-deadening partitions.



## AIR-FLOAT CONSTRUCTION —

"Continuous dry-wall construction" is at last possible for ceilings—with the Wilson Air-float method. Homasote panels are suspended from ceilings,



AIR-FLOAT

joists, rafters, or collar beams, with great economies in labor and materials.

## PRECISION-BUILT CONSTRUCTION —

When you want to sell the whole house—or the parts instead of the pieces—you can rely on this research-tested accomplishment in prefabrication. By the Precision-Built System, \$36-million of housing has been built—in record time—with quality unquestioned.



PRECISION-BUILDING

## SOFFITS



**SOFFITSOTE**—This grooved soffit material—another Air-float application—is the answer to the soffit problem. Soffitsote matches the modern design of large overhangs—eliminates the need for boxing the rafters for support.

## SUPPORTING YOUR EFFORTS

The Homasote Estimating System gives you the means for estimating the cost of a whole house in less than one hour. The 68-page Homasote Handbook gives you complete, practical detail—the **know-how** of construction—for every part of the house. Easi-Bild® Patterns—for the do-it-yourself market—enable you to turn (on the average) an initial investment of 52¢ into a profit of \$35.36. Motion pictures are available for your use on basic construction, on do-it-yourself projects, on the rich Christmas figure market. Sales literature for use with consumers, architects and builders, is supplied for every line. This is practical literature with specification data, application instructions and blueprint detail. Homasote's nationwide advertising reaches consumers, architects, builders, dealers, and the farm market.

We invite you to have a special meeting with a Homasote Representative. Let him help you re-appraise the present building market; let him show you in detail and with facts, figures, and films, why you have five good reasons to bank on Homasote.

\*T.M. Reg. Easi-Bild Pattern Company

# HOMASOTE COMPANY, TRENTON 3, NEW JERSEY

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# BRADLEY

*...Producers of satin-like  
Arkansas Soft Pine Lumber...  
is Ready-Willin'-and Able, 'Suh,  
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Call LD 3, Warren, Arkansas For  
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# {BRADLEY

**LUMBER COMPANY**  
*of Arkansas*

WARREN, ARKANSAS

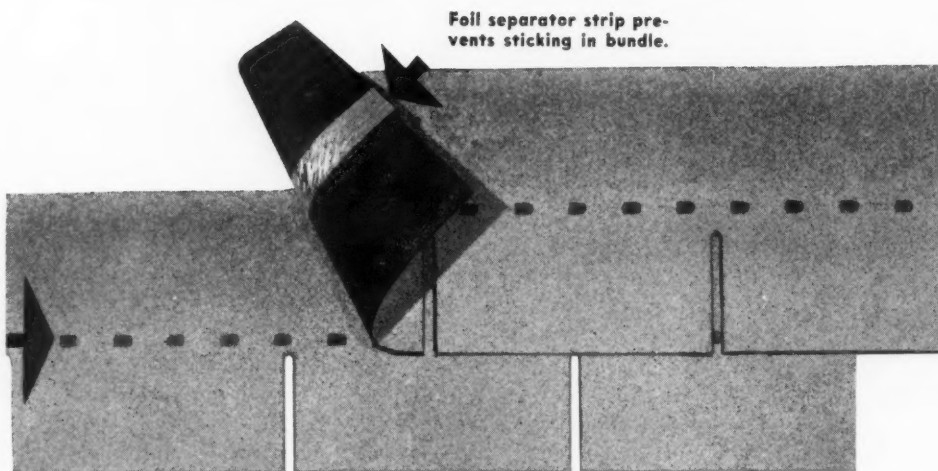
# LOGAN-LONG *presents*

## A NEW CONCEPT IN ROOF PROTECTION!

TESTED AND PROVEN, WE CAN NOW OFFER  
YOU THE *ULTIMATE* IN SELF-SEALING SHINGLES

# PERMA-WELD

Adhesive spots  
protected by foil  
remain fully oper-  
ative under the  
warmth of the sun  
to make a perfect  
seal.



Foil separator strip pre-  
vents sticking in bundle.

### ADVANTAGES OF PERMA-WELD

#### **For the roofer.**

No tapes to strip off and clean up. The foil stays on.

No reversing or turning over shingles during application. Use them just as they are packed in the bundles.

No sticking in the bundles. The foil separator does the trick.

No moisture trapped between shingles. Frequent openings between the adhesive spots allows easy drainage.

#### **For the home owner.**

Freedom from worry of damage from high velocity winds.

Beauty of design. No tricky patterns just architecturally correct straight lines.

Beauty of color. A choice of the most modern pastels and white.

Long-Life on the roof, backed by over thirty-five years of specialized experience in the manufacture of asphalt roofing.

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First National Bank Bldg.  
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North First Street  
Fulton, New York

**sbs****SOUTHERN  
BUILDING  
SUPPLIES****JUNE, 1957**

## ***The Wholesaler Plays Vital Role***

**"SPEAKING AS A DEALER."** Paul Ely, president of the National Retail Lumber Dealers Association, recently told Florida dealers, "the first important fact for dealers to accept is the fact that any producer or distributor has the right to sell anyone he chooses. Carrying this thought to the industry (producer, distributor, and dealer) we must realize that sales volume belongs legally to no one.

"Under our system of free enterprise, the distribution of any product will inevitably flow through the outlet or outlets that set up the most effective sales and service outlets."

Due to the fast increase in the number of products handled by retail lumber and building supply dealers — and in the number of manufacturers offering them, the wholesaler is now more essential than ever before. Whether classed as distributor, jobber, or wholesaler, he belongs in the chain of distribution of lumber and other building materials because of the essential functions he performs.

Our pattern of distribution has been established for the movement of lumber and other building materials. A few "fast-buck boys," of course, will always be around. But it does no good to get upset about their doings or to cuss them out, for no rule or system is completely perfect.

The answer lies in each factor of our industry harmoniously working with the other groups that make our distribution system the finest in the world.

For efficient distribution, we believe that each segment of the industry must be honest with the other. The manufacturer must have confidence that the wholesaler and retailer are doing the best possible jobs for him. The wholesaler, in turn, must have confidence in his suppliers — and also in the retail dealer. Finally, the retailer must respect the integrity and value the services of both the wholesale distributor and the manufacturer.

In the expansion of our standard of living to even greater heights, the manufacturer, the wholesaler, and the dealer each serves a good purpose in moving materials from factory to end-use. With the wholesaler at work in the service of both dealers and manufacturers, he efficiently and economically channels orders and deliveries between the hundreds of manufacturers and thousands of dealers.

The diagrams below show the vital role that the wholesaler plays in orderly distribution of building materials.

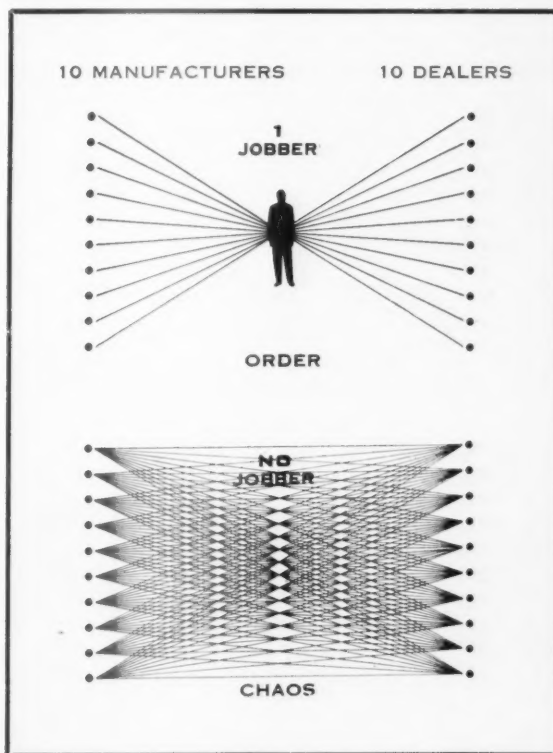
**BUILDING MATERIAL MANUFACTURERS** are served in these important ways by the wholesaler. He takes over the cost of warehousing, hauling, storage, handling, billing, credit, and sales. This means for the manufacturers lower inventories, fewer accounts to handle, saving on collection costs and credit losses, and saving on cost of sales and deliveries.

The wholesaler is permitted by his frequent trade contacts to know best the local market conditions and buying habits. He has great influence over brand choices, introduces new items faster, and merchandises and promotes a supplier's line.

**IMPORTANT WAYS DEALERS** are served by the wholesaler include immediate availability of stocks, faster deliveries, one source of many items, saving on warehouse space, less money tied up in inventories, less "paper work," simplified purchasing, lower transportation costs, emergency service, assistance in introducing new products to personnel and customers — and in making special sales.

This efficient teamwork helps eliminate wasted effort, exorbitant cost, unnecessary delays, and slow turnover. By drawing on the wholesaler's warehouse stock, the dealer frees more working capital for carrying additional, profitable "accounts receivable" and for other business needs. Consequently, the dealer enjoys a better net profit from faster turnover of stocked items — with less "headaches."

Again, this June, it is a privilege for SOUTHERN BUILDING SUPPLIES to spotlight the functions and activities of the wholesaler in the distribution of building materials from the producer to the retailer.



# Why we sell only to Retail Lumber Dealers

By W. O. PALMER, Exec. Vice-President  
Rounds and Palmer Company



» The answer to the above question is rather self-evident to the writer. Yet in attempting to create a short and pertinent answer, facets of history and our modern society must be examined. Personal and business satisfaction must be included in the answer. And, finally, economic needs must be emphasized.

It is our policy to sell only to the retail lumber dealer — that is a true and correct answer. But it does not tell why the policy,

so let's start at the beginning.

The Rounds & Porter Lumber Company was originated as an Oklahoma corporation in about 1900. In 1918, with building materials difficult to obtain during the First World War, the Rounds & Porter Lumber Company established a practice of buying carloads of materials in excess of its requirements, and dividing these materials with other lumber dealers in the Altus and Tulsa areas. Out of this arrangement, wholesale

distribution warehouses later were established throughout Kansas and Oklahoma, known as Rounds & Porter Company.

In 1947, Texas was chosen as an area with a year-round building season, aggressive and determined business people — a state with an unlimited future. The Rounds & Palmer Company was incorporated under Texas laws. Within 10 short years, the Rounds and Palmer Company has expanded into two modern Texas warehouses; one on a new site in Fort Worth, and the other on the original site in Dallas.

This growth can be attributed once again to the original guiding principle of the company: serving the retail lumber dealer. Being retail lumber dealers originally, we knew well enough the merchandising and warehousing problems of the retail lumber dealer.

Through these years there has been a definite need for a central warehouse stock of building materials available to the retail dealer. The need is even greater today. The many colors, styles, and sizes



Texas salesmen of the Rounds & Palmer Company are seen above. From left, they include Carroll Woldt, Raford Cade, Cecil Williams, George Mullins, and Ross Morgan. The Dallas warehouse of this "strictly wholesale" firm is shown at right. This jobber has another big, well-stocked warehouse in Fort Worth.







COLEMAN



DICK PALMER



ROUNDS

Texas warehouse managers of the Rounds & Palmer Company and the senior officers are seen above. Ray Coleman is manager of the Fort Worth warehouse. John R. (Dick) Palmer is manager of the Dallas warehouse. Ralph M. Rounds is president of the Dallas firm. The author of this article, W. O. (Bill) Palmer is president of the Fort Worth subsidiary and executive vice-president of the Dallas company.

of the vast amount of commodities now manufactured — and in demand by the public — become serious retail problems. The retailer can warehouse a tremendous inventory of building supplies and thereby destroy the advantages of the ever-important inventory turnover.

This inventory turnover is more easily controlled when the services of a jobber are used. There is a definite need for a jobber to perform these functions. We elect to sell our merchandise only to the retail lumber dealer for one can not profitably go in two directions at the same time.

Our company travels five salesmen out of the Dallas, and Fort Worth warehouses. They are highly-trained specialists in the technical and practical aspects of building materials and their application. These salesmen help the lumber dealer with his day-to-day problems concerning the proper and economical use of materials. They are available at all times to assist the dealer on any particular large job or project, relative to estimates, specifications, or special construction details.

Through the recognized channels of distribution — manufacturer, jobber, retailer, and consumer — we consider all contractor and consumer sales to be the function of the retail dealer. In connection with the dealer's effort we offer him assistance in this function. It is difficult to justify one's operational position in any

of these first three categories, if in any instance a deviation occurs.

In the Texas area served by Rounds & Palmer, there are 583 lumber dealers. Many are contacted by the salesmen, on a close time schedule, once a week. The balance are covered every other week. The salesmen's calls are then followed by a truck delivery within two days. Adequate facilities are maintained to give special delivery service, when needed.

The Dallas and Fort Worth warehouses carry a complete and well-balanced line of materials. Among them are many brands that are pre-sold through advertising, such as Celotex, Flintkote, Kaiser Aluminum, Long-Bell, Visador, A & F Tileboard, and Philip Carey. It is our responsibility to work closely with these manufacturers in their sales and educational programs.

Through their literature, samples, specifications, etc., we keep ourselves as technically current on their products as are their own salesmen. In this manner we act as a liaison between the manufacturer and the dealer, serving as an economical medium for the distribution of these materials between the manufacturer and the retail dealer.

Some people have made attempts to bridge the gap, so to speak, and to eliminate segments of this channel of distribution. Rather than to condemn this practice, it seems sufficient to point out that a majority of the nationally known brand-name manufac-

turers retain their original plan of merchandising their materials through the jobber. This same merchandising policy is gaining emphasis among the lesser known manufacturers.

While return on investment and inventory turnover, with their close relationship, are the by-words of the retail lumber dealer, there are certain justifications in buying in carload, or part carload quantities. Such orders are for direct-mill shipments and have no relationship to warehouse stock. We take pride in offering for sale all the products we handle for the dealers' consideration from a shovel full to a carload. However the lumber dealer wants to buy, we stand ready to serve him and to give him all the help possible in making his decision.

We stand ready to defend the risk and privilege of the dealer in conducting his business to serve the best interests of his community in the way that only the retail lumber dealer can best serve it. We believe the manufacturer-jobber-dealer relationship is the only sound economic manner of distributing building materials. Such success as we may have been obtaining during 39 years as building materials jobbers, can only be attributed to dealer patronage.

## Architectural Plan Reading Course by Mail

The University of Wisconsin Extension Division has developed a correspondence course, "Engineering 406, Architectural Plan Reading," for persons in the construction industry without previous training in drawing. The course provides enough explanation and drill to enable a person to understand any set of building plans and take from them the information he needs.

"Architectural Plan Reading" was prepared under the supervision of the University of Wisconsin Extension engineering department. As there was no available text in this field, a study manual was written by Alan H. Marks, a registered professional engineer with a Madison, Wis., firm.

The 16 assignments cover general discussions of building plans, scale, representing an object on paper, interpreting drawings, symbols and abbreviations, plot plans and surveys, floor plans, elevations, schedules, architectural sections, general details-architectural, structural framing, electrical drawings, plumbing, heating and ventilating, and specifications.



Harry Roell, left, and his herdsman Allen Biggers show off Aberdeen-Angus triplets born at his Roell Angus farm near Jackson, Miss. Roell owns and manages the Southern Sash and Door Co., Jackson wholesale firm.

## Wholesaler Swaps Golf for Aberdeen-Angus Cattle

» Seven years ago, when Harry Roell became interested in raising cattle, he bought a run-down 130-acre farm near his home in Jackson, Mississippi. He sought a diversion from his "exclusively wholesale" Southern Sash and Door Company in Jackson.

Today his herd consists of 62 head of cattle, entirely registered members of the great Aberdeen-Angus strain.

"Until I bought the farm," he said, "I played golf regularly. Now my Saturday afternoons — in fact all my off-time — are taken up looking after my farm and herd."

When Roell first started in his cattle business-hobby, he raised cattle of all breeds. But he had many losses due to calving, pink eye, cancer eye, and dehorning infections. So it wasn't long before he was concentrating solely on Aberdeen-Angus, the hardy black cattle that originated in the rough country of northeast Scotland.

There were many reasons for his choice. He explained that the smooth, blocky Angus has almost set the standard for all beef cattle in America: in breeding and commercial herds, in the feedlot and

at the market. The Angus are hornless, disease-resistant, excellent for cross-breeding, and produce superior meat. Angus has dominated the championship classes at the International Livestock Show ever since it began in 1900, winning the clean-sweep grand championship in 1954.

Roell picked a winner.

But winner or not, his hobby is far more expensive than greens fees and caddy fares.

At first, his farm was cared for by share-croppers who lived in the same neighborhood. He paid them by the job. As his herd grew,

however, he had to hire a man to supervise the herd and farm. His full-time herdsman, in complete charge, is Allen Biggers. And when additional help is needed, Biggers hires labor by the day — one, two, or three days a week, depending on the job's urgency.

Showing cattle is quite expensive. "We have shown twice this last year," Roell said. "Once being at the Laurel Fair in Laurel, Mississippi, where we showed our champion bull. But we do not intend to go into showing on a big scale."

Is his hobby profitable? "Up to the present time, it has not been." But the future looks good, Roell said. "We have been increasing the size of our herd by saving some of the better heifers to add to our brood cows. With the cattle market depressed as it has been for several years, the cost of feeding a purebred animal is about the same as a grade animal. The return for Aberdeen-Angus offspring will be three to four times what a grade calf will bring. And as the grade market rises, the purebred rises along with it.

"By using good bulls, we have continually increased the quality of the cattle in our herd individually, pedigree, and family wise — the three items considered in purchasing a purebred animal."

"We hope," said Roell, "we will be receiving an income from our Aberdeen-Angus in the near future."

If enthusiasm for his unusual hobby is a yardstick, Roell is sure to reap many profits.

## What Wholesalers and Dealers SAY ABOUT EACH OTHER

INFORMAL surveys by S-B-S of the opinions of retailers and wholesalers in the South and Southwest about each other point up both the interdependence of each on the other, as well as their frustrations in an intensifying buyers' market.

Here are some of the things that

"gripe" wholesalers about the way dealers do business with them:

**From Tennessee**—"Demanding unearned discounts, expecting you to stock all types of all things made." . . . "They forget too easily the value to them of a 100% whole- (See WHAT THEY SAY page 98)

# In Our Store

## Jobber Salesmen Are Always Welcome!

By J. R. HERRIES

Assistant Secretary-Treasurer,  
Lingo Lumber Company, Dallas,  
Texas

»» The wholesaler engaged in the lumber or building supply business is an important factor in any community, in any territory he serves. Without him, retail dealers would operate under an almost mountainous handicap.

This thought is advanced from the viewpoint of our own retail business, but it suggests representative thinking throughout the industry. Many, many times we find it not only convenient, but essential, to take advantage of the inventory maintained by the wholesalers, or jobbers as they are more generally called.

In a number of items we could not possibly stock all the styles and colors that are called for. So we rely upon the jobber, his broad inventory, and his service. He maintains this inventory and service for our convenience, and he also extends to us certain price advantages in less than carload lots.

For those reasons, I say that



Toby Knight, jobber salesman for Buell and Company of Dallas, at right, above, presents a new cabinet hardware catalog to two Lingo Lumber Company salesmen, Ward Bell and Robert West. Knight takes every opportunity to maintain contact with the key salespeople of his dealer accounts.

jobber salesmen representing ethical suppliers are welcome in our store.

Yet I should hasten to add some reservations, for by that statement I do not mean come one, come all, whenever they are in our vicinity. For we have found that some restraint must be placed upon the frequency of calls by jobber salesmen.

This is understandable in view of the fact that, currently, we are called upon by the representatives of 23 firms, all engaged in whole or part in the wholesale business.

Monday used to be a hectic day for us, with our store practically overrun with jobber salesmen. This resulted in a great waste of time for us as well as many salesmen, since the majority of our purchases are made from only a limited number of houses. The other salesmen keep coming back and, for the most part, keep going away without an order. We do not encourage them, nor do we (See JOBBERS WELCOME page 98)



Salesman Knight uses his big catalog in conference with John L. Martin, manager of Lingo Lumber's hardware department. The author of this article, J. R. Herries, does most of the buying for the Lingo retail firm. Herries is seen on our S-B-S cover this month welcoming Buell's salesman on his regular visit to the Lingo store.

## SSDJA SURVEY RESULTS—

# Southern Jobbers Add New Products . . . Offer More Door, Window, Metal Items

»» **Jobbers throughout the South** are handling more kinds of building products now in their efforts to help dealers economically meet building needs, a survey just completed by the Southern Sash and Door Jobbers Association indicates. Trends in the decline and upswing in the demand for certain materials are also revealed.

Upturns are indicated in the lines of metal products sold by the jobbers. Downturns are obvious in jobber sales of asphalt and asbestos roofing and siding, and in certain insulation board and hard-board materials, as more dealers either buy pool cars or mixed cars directly from the factory.

In the products survey, 147 jobbers in 19 states reported on which of 144 different kinds and types of building products they now handle.

These results compare with response by 124 jobbers in the same area on 91 items listed by the SSDJA in February '54. States covered in the periodic product surveys include Kansas, Oklahoma, Texas, Alabama, Louisiana, Mississippi, Arkansas, Indiana, Kentucky, Missouri, Tennessee, Maryland, District of Columbia, Pennsylvania, Virginia, Georgia, the Carolinas, and Florida.

Here's the rundown on classes

and types of building products included in the SSDJA survey this year for the first time. Percentage of jobbers handling item:

Floor maintenance products, 27%.

Stove hoods, 20%.

Accordion folding doors, 29%.

Patio doors: steel, 13%; aluminum, 46%.

Sliding doors: KD frames, 57%; packaged hardware, 52%; assembled units, 53%.

Fireplace units, 27%.

Building paper, 47%.

Steel products: fence, 24%; posts and gates, 22%; smooth wire, 23%; poultry netting, 24%; reinforcing bars and mesh, 27%; barbed wire, 24%.

Cabinet hardware, 43%.

The percentage of jobbers handling metal windows is gradually climbing. Three years ago, 27% were selling aluminum windows. This year, 54% were selling dou-

ble and single hung; 46%, horizontal sliding; 39%, awning; 18%, other types. In 1954, 20% of the jobbers sold steel windows. This year, 12% sold DH and SH; 20%, casement; 8%, other types.

In three years, jobbers handling jalousie windows have increased from 20% to 34%.

This survey breaks wood window units into types for first time. Three years ago, 89% of the jobbers sold this item. Now, 88% sell DH and SH; 59%, stack type; 31%, horizontal sliding; 48%, awning; and 41%, casement.

After the post-war hit of metal tension screens, full-bound metal screens now vie for top honors. Jobbers handling tension screens rose from 69% to 74% in three years; wood frame, down from 63% to 59%; fixed metal screens, up to 71% from 18%.

The proportion of jobbers handling types of screen wire cloth in

Dallas, Tex., headquarters and warehouse of the U. S. Plywood Corporation are pictured here. Occupied a year ago, the plant has 6,000 square feet of office space and 42,000 feet of warehouse space. The ceilings are 18 feet high to permit tall stacking of plywood and other materials by fork-lift trucks. The great increase in jobbers handling both soft and hard plywood is revealed by the SSDJA survey reported on these pages.







Upturns in the numbers of jobbers now handling prefabricated wood window units are found in the products handled survey of the Southern Sash and Door Jobbers Association, reported on these pages. The Building Products Company introduced the complete Crestline line of wood window units at a dealer-builder meeting in St. Louis recently. Some 200 persons attended the dinner session at the Coronado Hotel. In photo, Knox Burno, vice-president in charge of Silcrest window production, is addressing the group. Eugene Fahrenkrog is president of the St. Louis wholesaling firm.

three years changed thus: galvanized, 58% to 55%; aluminum, 40% to 56%; bronze, 37% to 46%. Now, 30% of the jobbers sell fiber-glass screening and 37% handle aluminum shade screening.

Jobbers are swinging from selling mere wood doors to prefabricated door units. Jobbers handling interior units, up from 47% to 56%; exterior units, 12% to 46%. 57% of the jobbers sell wood closet folding doors, and 30% sell metal.

This survey shows that 82% of the jobbers handle interior KD door frames and exterior frames, while 78% sell KD window frames.

Louver doors are gaining, as the jobbers handling them increase from 74% to 90%. So are metal garage overhead doors, with 61% of the jobbers selling them compared to 47% in '54.

Now, 73% of the jobbers sell wood combination doors, and 29% handle metal combinations.

Each spring the Builders Supply Company in San Antonio holds a "Tell More-Sell More" meeting in its warehouse. There displays of major products handled are manned by factory representatives who give Texas dealers and architects all information desired on their brands. The SSDJA survey of lines handled by jobbers shows that 43 per cent of them now sell cabinet hardware.

In the '54 survey, 64% jobbers sold blinds. Now, 69% handle decorative outside blinds and 22% sell interior venetian blinds.

The percentage of jobbers selling plate-glass rose from 15% to 32% in three years, while those handling window and rough glass dropped slightly.

More jobbers are stocking wood-treating chemicals—66% now to 50% three years ago.

As to moldings, the jobbers selling fir have increased from 42%

to 65%; metal, 58% to 62%; packaged trim, 51% to 65%; WPP, 68% to 66%.

About 20% fewer jobbers handle asbestos roofing and siding now.

But jobbers handling asbestos board are increasing: up from 29% to 40% for 1/4", and up from 31% to 44% for 3/16".

Now, 42% of the jobbers handle fiber-glass flexible insulation, while the number selling rock-wool have dropped from 67% to 53%.

In the insulation board class, fewer jobbers are now handling all standard items except these: 1/2" lath, 19% to 24%; acoustical tile, 72% to 76%.

More jobbers now sell gypsum lath, up from 11% to 22%, and gypsum sheathing, up from 11% to 25%.

Prefinished wallpanels of hard-board grow in jobber popularity. Standard tile pattern is sold by 65% of jobbers now compared to 60% in '54; horizontal pattern, 46% to 19%; unscored, 59% to 54%.

The metal product parade lines up like this: jobbers handling galvanized roofing, 27%; aluminum roofing, 19%; galvanized formed goods, 29%; aluminum formed goods, 9%; galvanized nails and staples, 35%; aluminum nails, 16%.

Jobbers handling builders hardware (not on door units) increased in three years from 44% to 54%.

Jobbers selling hardwood-plywood have increased from 32% to 63%. Three years ago, 86% of jobbers sold some softwood-ply (See LINES HANDLED page 100)





# Ways Wholesalers Serve Dealers

By **MARTIN T. WIEGAND**  
President, Martin Wiegand, Inc.  
Washington, D. C.

» **There is one** big reason why a "selling" business is successful. And that is, having what your customer wants when he wants it.

I believe this to be particularly true in the wholesale business.

Here at Martin Wiegand, Inc., our policy is precisely this: having on hand the stock a dealer wants—when he wants it—so he can get it out on the job; plus promoting a constant interchange of ideas and facts that make for good wholesaler-retailer relations. Each one is in business to "sell"; each should try to help the other do it—profitably.

Maybe I can explain some of my ideas on successful wholesaling by going into the many ramifications of this policy, as we see them and apply them.

In photo above, Martin T. Wiegand calls a special order to a lumber mill for a dealer customer of Martin Wiegand, Inc., Washington, D. C., wholesalers. Wiegand is first vice-president of the National-American Wholesale Lumber Assn. and past snark of the universe of the lumbermen's fraternity, International Concatenated Order of Hoo-Hoo. At right, a Wiegand salesman introduces a new type of ceiling tile to dealer personnel — one of many ways wholesalers serve dealers and manufacturers simultaneously.

Ideally, a dealer wants one competent source for everything. And of course each wholesaler wants to be that "one source" for all dealers. Therefore, our inventory is huge.

We carry lumber items in hardwoods and softwoods to the amount of \$250,000, a lumber stock of 1,500,000 feet, and a \$150,000 stock of specialty items.

We try to make a retail dealer feel that our inventory is his inventory. If a dealer knows exactly what a wholesaler has, he can use

this knowledge to do a better selling job himself.

A well-balanced stock is a wholesaler's most valuable asset. Our variety is wide. And we stock brand-name items known for quality. For instance, dealers know they can get the following items from us at any time: Balsam Wool insulation; Owens-Corning Fiberglas insulation; Flintkote roofing products of all types; Marlite prefinished hardboard panels, plank and blocks; all types of Marlite

(See *SERVING DEALERS* page 66)



The Andrews Builders Supply Company in that North Carolina mountain town was one of the first dealers to receive the Fact Folders provided by the Southern States Iron Roofing Company. In photo, Neil Matheson watches Dickey Shurling place some new literature in the Fact Folder for aluminum roofing.



## ***Fact Folders solve Dealer filing problem***

» Dealers who have longed for a compact filing system for product literature are being provided a solution by the Southern States Iron Roofing Company. It is a series of Fact Folders on the major

classifications of building materials merchandised by this South-wide wholesaler.

The Fact Folders are standard size for a letter file, 11 $\frac{3}{4}$  by 9 inches. They are designed to hold

in one convenient place all literature, installation details, and specifications. Thus, the dealer can set up a system that will keep all data handy in one reference file.

This Fact Folder service grew out of the illustration idea for the advertisement of the Southern States Iron Roofing Company that appeared in SOUTHERN BUILDING SUPPLIES in January and February. This ad showed a spread of file folders labeled by product classifications. It is a new approach to a catalog service by a wholesaling firm.

Each Fact Folder is numbered and labeled with a major product grouping. Folders will be supplied dealers on Aluminum Roofing and Siding; Asphalt Products; Cedar Shingles; Garage Doors; Gates — Farm and Industrial; Glass-Fiber Panels, Panes, Domes; Gutter, Pipe and Accessories; Hardboard Products; Insulation — Duct and Pipe; Insulation — Flexible Residential; Insulation Boards; Louvers and Ventilators; Nails; Polyethylene Film; Plywood; Screens — Aluminum; Stairways; Steel Roofing and Accessories; Wall Panels — Baked Enamel.

The front cover of each kraft folder reproduces the major brand of the product that Southern States distributes, together with sales pointers. The back of each folder lists the address and telephone number of each of SSIRCO's nine branch warehouses. They are located in Atlanta, Savannah, Memphis, Nashville, Louisville, Rich-

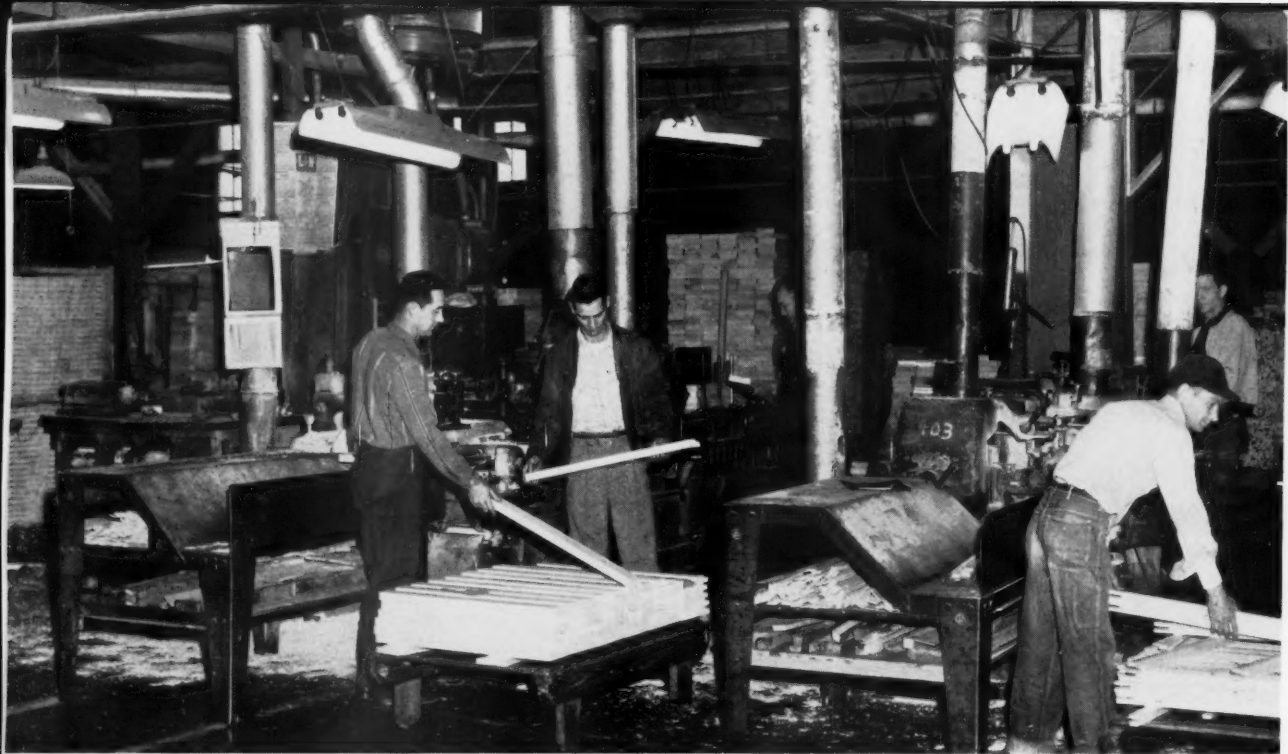
(See FACT FOLDERS page 68)



Now, when a customer wants full details on the choices of aluminum roofing and how it is installed, Hiawassee personnel merely have to look in one place: Fact Folder No. 1. At left, salesman Joe Jackson, right, lets customer "see for himself" about item he seeks for poultry buildings.

Dick Paris, manager of the Hiawassee Hardware and Supply Company in north Georgia, asserted that the Fact Folders would permit him to consolidate in one handy file all literature pertaining to each class of building materials. Right, SSIRCO salesman Shurling helps Paris assemble material in his Fact Folder file.





## INCENTIVE PAY PLAN — good deal for workers, jobber, and dealer

» **A manufacturing** woodwork wholesaler doesn't have to have a large staff to make an incentive plan pay off.

Proof is the success of the plan in operation at National Woodworks, Inc., in Birmingham, Ala., where the plant employs an average of 50 men the year-round. This wholesaling firm manufactures four different types of window units, four different types of door units, trim, and other wood items.

In the past three years, National Woodworks have been able to increase their productivity per man from an average of 65 per cent of standard to approximately 115 per cent — and still maintain a high-quality line of products.

This comes about partially through a complete incentive pay plan that enables the firm's production workers to earn as much as 30 per cent over their base contract scale. The workers like the plan because the more work they

do in a given number of hours, the more take-home pay they get. This benefits their fellow employees and families because it tends to reduce costs.

**It also is a good deal for the dealer** customers of National Woodworks. For, in spite of three increases in labor rates during the past three years, this company has been able to maintain their price line. This assures the dealer a constant price structure rather than a door and window market that fluctuates.

To bring this industrial achievement into being, National Woodworks took five major steps which enable them to fulfill this slogan: "National Woodworks manufacture a window and door unit for every opening in the house. These units are sold through qualified building material dealers and distributors only."

The five steps taken were: (1) establishment of an incentive pay plan for all production workers;

(2) complete modernization of production facilities; (3) standardization of products and design; (4) simplicity and uniformity of work flow, and (5) automation — at least to a degree.

Explained Robert W. Block, executive vice-president, "An incentive pay plan for workers provides a controllable basis for figuring production costs by standardizing on a high-quality of line of materials and producing only those building products. The incentive pay plan tells us exactly what our cost line is. The incentive plan is a stick our superintendent, foreman, and management use in measuring the quality and quantity of work produced by each in the various departments."

**All employees** in the machine and assembly departments are on the incentive pay plan. Superintendent Ralph Weed and his staff now are developing an incentive plan for the service department. Its six to eight men move materials



The incentive pay plan at National Woodworks, Inc., in Birmingham, Ala., enables the production workers to earn as much as 30 per cent over their base wage scale.

In photo at left, milling parts for NW wood window units are Alton Brown, moulder operator; Bill Barrow, machine department foreman; Buford Lowe, moulder feeder; Lewis Hays, moulder operator, and Grady Weaver, moulder feeder.

On our S-B-S cover this month, operator Charles Fechter is seen feeding window sills to the automatic double-end tenoner. His helper in background is Elijah Smith.



to and from machines, and deliver material to the various departments, by means of fork-lift trucks and electric transporters.

Once a new product has been developed or re-designed, a mock-up is presented first to President Charles L. Bromberg, Block, and the administrative staff, so they can see how it fits into the production and sales plans of National. They carefully measure their plant's capacity to the new product.

If an "O.K." is received from management, the product is then submitted to the sales department. They make a market survey among dealers and architects to see whether the unit will suit the residential construction field. If the sales department agrees the product can be sold, it is then detailed and engineered into the plant by Terrell Bridges, the plant engineer. An initial production run is set up.

While the production run is in process, usually for about eight weeks, time-and-motion studies as well as methods and machines are studied to develop the most economical means of production. After

these studies have been made and production methods have been ironed out, the various operations are rated and incentive pay points are established.

Two kinds of work are done in the National Woodworks plant. One is the standard production orders which are listed as stock units in the company's catalogs and are carried ready for immediate shipment. These orders are produced to warehouse inventories, so do not directly require special scheduling in the plant.

Special orders for other than the unit sizes and details normally carried in stock must be run through the mill on a "special" basis. Therefore, this firm actually performs two separate functions in production.

Each production worker keeps a daily time ticket of the job performances and quantities that he has produced each day. These are recorded in the payroll clerk's office. Explains Superintendent Weed, "We guarantee each production worker his base contract pay for all hours on the job. All (See INCENTIVE PLAN page 92)

It takes a lot of planning, record-making, and book-work to keep the National Woodworks' unusual incentive pay system rolling, but the financial controls show that it pays for itself.

At upper left, Ralph Weed, plant superintendent, points out a critical item in the working drawings for a new window unit to Terrell Bridges, industrial engineer and draftsman.

At left, Miss Lena McLaughlin checks with Charles Berry and Ed Thomas, foremen, on bonus clock hours the workers earned by their above-standard production output.

At lower left, Superintendent Weed and Mrs. Elsie Cockrell, production clerk, check on the progress of a stock order in the mill.

At lower right, Executive Vice-President Bob Block and Superintendent Weed check the standard cost figures on a new door unit planned for production.

S. M. Van Kirk, right, general manager of the National Building Material Distributors Association, receives the national award of the American Society of Association Executives from A. Boyd Campbell, left, chairman of the board of the U. S. Chamber of Commerce. The award for "outstanding service to the public and to the industry which it represents" was given to a building group for the first time. NBMDA was selected from 80 entries in the 1956 ASAE annual awards competition.



## National Assn. of Distributors Active in Thirty-Nine States

THE NATIONAL Building Material Distributors Association has spent the past year growing rapidly toward the aims set down by its 29 wholesaler-founders in 1952. Those aims are to educate the retail dealer and the manufacturer in the value of the wholesale building material distributor, and to provide a clearing house for the exchange of business and operating data.

The first of two yearly national meetings was held last November 10-13 at the Sheraton Hotel in Chicago. 518 attended. The second meeting, in New Orleans May 16-19, brought together wholesale distributors from 39 states and manufacturers' representatives from major building material companies throughout the country.

This year the association inaugurated a series of product seminars at the annual meetings. Such subjects as insulation and roofing products, lumber and millwork, steel and merchant wire products, were topics of these round-table discussions limited to 50 wholesale distributors.

Other association meetings have been at the state or regional level. Seventeen active NBMDA-affiliated wholesaler groups are now meeting on a monthly or bi-monthly basis.

Several business management seminars have also been held since last year. These 2½-day sessions bring together non-competitive distributors to discuss the complete operation of the individual's business — an interchange of information which has been enthusiastically received by participants.

NBMDA activities at the retail

dealer level have also increased. NBMDA officials appeared on eight of the state convention programs.

The NBMDA Annual Operating

Cost Survey was revised and augmented this year to give members more statistical data. It is now one of the most comprehensive surveys undertaken by a distributor association.

Manufacturer contacts have been increased with over 300 national manufacturers now on NBMDA's mailing list. The roster is being used by over 200 national manufacturers in selecting additional outlets for their products.

NBMDA officers for 1957 are: president, Eldon P. Reising, Indiana Wholesalers, Inc., Evansville, Ind.; vice-president, T. J. Dougherty, Ohio Valley Supply, Inc., Cincinnati, Ohio; and treasurer, D. N. Peterson, Building Material Products Distributor, Inc., Philadelphia, Pa.

In addition to the officers the 1957 board of directors includes: A. J. Brewster, Jr., Akron, Ohio; J. C. L. Evans, Buffalo, N. Y.; R. E. Freeman, Los Angeles Calif.; Morris Goldberg, Tarrytown, N. Y.; Gordon Hampton, Baton Rouge, La.; J. B. Haskell, Omaha, Neb.; Norman Herr, Newark, N. J.; J. M. Hoak, Des Moines, Iowa; P. F. King, Milwaukee, Wis.; Don Knecht, Rapid City, S. Dak.; J. L. Mills, Manchester, N. H.; and L. W. Wheeler, Sterling, Ill.

Offices of the National Building Material Distributors Association are located at 22 West Monroe Street in Chicago. S. M. Van Kirk is general manager.

## Southern Sash and Door Jobbers Assn. Holds Regional Meets Twice a Year

COMPOSED of most of the leading strictly wholesale millwork distributors throughout 19 states, the Southern Sash and Door Jobbers Association will wind up another year of varied activities and teamwork at the annual meeting in Memphis, June 10-11.

Following last year's annual get-together, Secretary-Treasurer Tom Birchfield held a round of regional fall meetings in Memphis, Washington, McAlester, Okla., Dallas, Atlanta, Orlando, and New Orleans. Spring regional meetings were held in Atlanta, Miami, Memphis, Tulsa, Dallas, New Orleans, and Washington.

The 17th winter meeting of the sash and door jobber organization was held in Dallas. It was sandwiched in between special board meetings at New Orleans in September and March.

Other meetings attended by Secretary Birchfield included joint meetings of Ponderosa Pine Woodwork and the National Woodwork Manufacturers Assn. in San Francisco last July and in Chicago last Febru-

ary, and the Northern Sash and Door Jobbers Assn. in Washington, D. C., last October.

In behalf of the interests of SSDJA, Birchfield also made special trips to the Douglas Fir Plywood Assn. and Western Pine Assn. headquarters and to a few plywood mills on the West Coast last July; and to the Housing Center of the National Assn. of Home Builders and the Commodity Standards Division of the U. S. Department of Commerce last March.

For the first time since early '54, the Southern Sash and Door Jobbers Assn. recently conducted a survey of the entire membership as to the types and kinds of building products they now handle. (See detailed report on page 84 of this S-B-S.)

To be more useful, the "Inventory Condition Report" was revised several months ago. It is tabulated each month from the returns by members throughout the Southern area.

For the April report, 100 jobbers returned forms to show their stocks

*solve all opening problems easily with*

# **PAINE REZO-FOLD**

T.M. REGISTERED

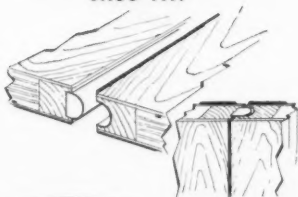


**NO FLOOR GUIDE  
OR TRACK  
REQUIRED.**

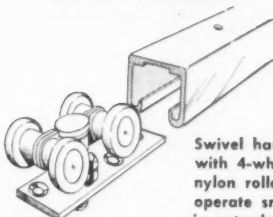
*the only folding doors with an  
air-vented, all-wood grid core  
and advanced-design hardware*

- ✓ Completely packaged—ready to install. For closets, room dividers, passageways. Standard two and four-door units available for openings from 2'-0" to 6'-0" wide and 6'-8" to 8'-0" high. Easy-to-follow installation instructions in each carton.
- ✓ REZO-FOLD hardwood panels are hand matched for both grain and color. Available in any commercial species of natural wood to complement any decorating motif. Door thickness—1-3/8".
- ✓ REZO-FOLD Doors have air-vented, all-wood grid core construction for rigidity, strength, light weight, and dimensional stability.
- ✓ No floor guide or track required.
- ✓ Tongue and groove meeting stiles guarantee snug, secure fit when closed.
- ✓ New type, advanced-design hardware and swivel hangers with 4-wheel nylon rollers assure smooth, easy, trouble-free operation.

**TONGUE AND GROOVE  
MEETING STILES FOR  
SNUG FIT.**

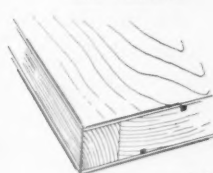


**NEW TYPE ADVANCED  
DESIGN HARDWARE**



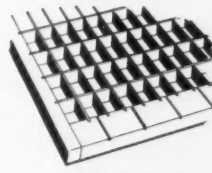
Swivel hangers  
with 4-wheel  
nylon rollers  
operate smoothly  
in extruded  
aluminum track.

**DOORS ARE  
AIR VENTED**



Air vents help  
equalize moisture  
content through-  
out the doors.

**ALL-WOOD  
GRID CORE**



All-wood grid  
core assures  
rigidity, strength,  
light weight.

**IT'S ALL IN THE  
CARTON—READY  
TO INSTALL!**



Backed by over a century of experience and nine million successful installations, REZO-FOLD Doors are made with all the precision, care and quality that has made the Paine REZO name famous the world over. For full information, write:

**PAINE**  
**LUMBER COMPANY, LTD.**  
ESTABLISHED 1853 • OSHKOSH, WIS.





Pictured above are the current officers of the Southern Sash and Door Jobbers Association. They are: F. R. Weddington, center, president; J. W. Zuber, left, vice-president; and Thomas Birchfield, right, secretary-treasurer.

of selected products. These include wood and metal sash; glass and panel, hardwood and softwood flush, and metal doors; door and window frames; wood and metal screens; moldings and trim; kitchen cabinets; fir and fancy plywood; hardboard; rigid insulation; fiber wallboard; pre-finished hardboard; and glass. This report also indicates cars of products on order this year, last month, and last year. Such data help jobbers to gauge their inventory activities.

The Southern Sash and Door Jobbers Assn. is actively participating in the newly-formed Millwork Industry Coordinating Committee. SSDJA representatives include J. Reese Jones Jr. of the Victoria Sash and Door Co., Shreveport; President F. R. Weddington of Wm. Cameron & Co., Waco, Tex., and Birchfield.

To bring into focus the basic services of its members, SSDJA last

January published a two-color folder entitled "Some important facts about MILLWORK and MONEY." It reported on the "facilities and manpower" of its association members—and spot-lighted the "objectives of the association." They read as follows:

"To develop, through research and promotion, new uses and markets for the products of the woodwork industry; and to promote, through advertising and publicity, increased consumption of such products.

"To encourage correct grading and branding of such products and to suppress false advertising and misbranding.

"To furnish traffic information and to assist the industry in its transportation problems; to furnish information with respect to governmental laws and regulations; and to provide data on substitutes and new products in the industry."

## Southern Wholesale Lumber Assn. in Touch with Government Agencies

The members and board of directors of the Southern Wholesale Lumber Association will hold their annual meeting June 11 at the Dinkler Plaza in Atlanta.

The association was organized in 1943 by a dozen lumbermen to attain concerted action by wholesalers dealing in all types of Southern lumber. It now has 135 members in 23 states.

The principal objectives of the Southern Wholesale Lumber Association are to promote the interest and welfare of the wholesaler in the lumber industry; and to improve relations between manufacturers and wholesalers, and with the lumber dealers wholesalers depend on for their livelihood.

This year, as in the past, the asso-

ciation has kept in close touch with all government agencies, constantly on the alert to protect the interests of its members, their suppliers, and customers. Changes in the American Lumber Standards have been of primary interest. The group collaborated with other associations in opposition to increases in freight rates on lumber from the South.

Bulletins are issued periodically to SWLA members concerning government lumber auctions, market conditions and legislative matters. SWLA provides a credit interchange service, together with assistance in collecting slow accounts and the settlement of controversies between wholesalers and manufacturers, and between wholesalers and dealers.

(See SWLA PROGRAM page 92)

## Nat.-American Assn. Opposes Freight Hikes

MEMBERS of the National-American Wholesale Lumber Association have booked all accommodations at the Mount Washington Hotel at Bretton Woods, N. H., for the group's 65th annual meeting to be held June 10-11.

For five years, according to Executive Vice-President Sid L. Darling, NAWLA has averaged over 500 members. Headquarters recently were moved to 3 East 44th Street in New York City from 42nd Street.

Since its last annual meeting, the National-American has held special meetings in Portland and Eugene, Ore., and at Seattle, Wash. These were largely for discussing the proposal now before the American Lumber Standards Committee with relation to 3/4-inch minimum thickness for 1-inch lumber and the setting of moisture content in relation to size.

Current President J. Philip Boyd spoke on NAWLA's slogan, "It's Good Business To Do Business With Wholesalers" at a March meeting of the Interior Lumber Manufacturers Assn. in Penticton, British Columbia.

Other current officers of the wholesale body include Martin T. Wiegand of Washington, D. C., first vice-president, and Donald R. Meredith of New York City, second vice-president.

The National-American is currently a joint petitioner with the  
(See NAWLA ACTION page 92)



SID L. DARLING  
NAWLA Exec. Vice-President



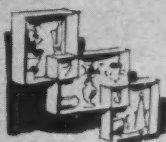
#### In the home



Built-ins

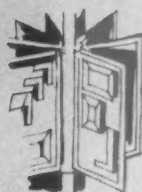


Valances, soffits



Shadow boxes

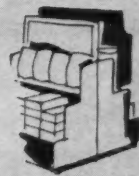
#### In the store



Displays



Cut-outs



Island dividers

So many big markets for...

# MASONITE DUOLUX

## SMOOTH 2 SIDES

Do you have any idea of the real need for Masonite Duolux in your trading area?

Homes need it. So do retail stores, local industries, schools and institutions and farms. Wherever there's a need for an extra strong, extra hard panel that's smooth on both sides, there's a place to sell Masonite® Duolux®.

You can recommend Duolux with the utmost confidence. It's one of the best-known Masonite panel products and you can sell it at a generous profit. It's also available with Masonite Primecote®, a superior primer-sealer for even smoother surface finishing. Duolux is now available in greater supply **and at reduced prices**. Ask your Masonite representative or write Masonite Corporation, Dept. SBS-6, Box 777, Chicago 90, Illinois.



©Masonite Corporation—manufacturer of quality panel products.

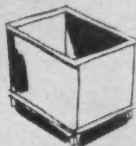
#### In the plant



Bin separators



Partitions



Hand trucks

**MASONITE®**  
PRODUCTS

## Sell More Kitchens

### Kitchen of the Future Described by Specialist

Planners of the home of the future may be dreamers, but they are practical dreamers, a Westinghouse kitchen specialist recently told the Building Research Institute of the National Academy of Sciences at its sixth annual convention in Chicago.

Will M. Kline Jr., manager of the Westinghouse custom kitchens department, described a 1962 kitchen planned around modern living patterns — the growth in the use of pre-cooked and partly prepared foods, the trend toward more "living" in the kitchen, the migration of the kitchen into other parts of the home, and the movement toward combination of functions.

Kline's futuristic kitchen consists of seven uniformly designed work units, any number of which may be installed, depending on size and price limitations.

He talked of a unit which keeps foods frozen until, by a pre-selected timer, any four are automatically moved from the freezer to one of four ovens where each is cooked.

Another unit combines the functions of a serving buffet, bar, dish-storage cabinet, and dishwasher.

One unit contains dispensers for ice water, orange juice or any beverage. Other units are for mixing, food preparation and cooking, each with its own storage space.

The portable cooking unit contains refrigerated sections, an electronic oven, clock-controlled outlets for portable cooking devices, and storage space for utensils and foods. It



### Dealer's Display Sells Kitchen Products

Alamance Builders, Inc., of Burlington, N. C., is selling more than the idea of a complete new kitchen with its attractive display.

Occupying a prominent nook, Alamance's kitchen-display shows off the following individual products

can be wheeled anywhere there is an electrical outlet.

The Laundro-closet is a pre-packaged unit which carries soiled clothing on moving tracks through washing, rinsing, and drying chambers — and finally to a conventional hanging closet, ready for wear.

Kline also talked of sinks that clean themselves; refrigerated drawers where they are needed, rather than a central refrigerator; lighting by means of electro-luminescent wall and ceiling panels; and refrigeration without motors or compressors.

to excellent advantage: plywood doors and drawers, in many different types of wood; Masonite doors; Weldwood Micarta plastic surfacing and Unitop; Amerock hardware in chrome, black, copper and brass; Johns-Manville Terraflex tile; Thermador electric ovens and surface units; Washington line mixer shelf and other items; Waddell wood knobs; and Trade-Wind hoods.

Seen above, showing the display to a prospective customer, is star-salesman Dan Beason. He recently won a gold watch from the U. S. Plywood Corp. because he "sold" its products so well to a "mystery customer."

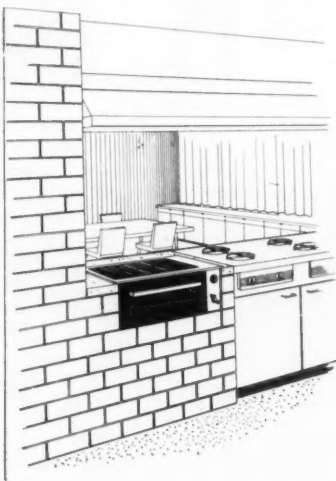
### Indoor Barbecue Grills

To meet the requests of architects, builders, and D-I-Y fans, charcoal grill units are now available for indoor use, as seen at left in Majestic Co., Inc., sketches.

Interest is rapidly growing in grill units that can be built into a cabinet or counter-top inside a kitchen. New models are easily installed in modular or custom-built cabinets of steel or wood, or into masonry construction, in any modern kitchen.

Many of these units come with carrying handles and legs as accessories — so they may be used indoors or out. Portable units can be used on a patio table-top or brought indoors to an open fireplace, providing barbecue facilities all year round.

Attractive enough for use in any setting, these indoor-outdoor grills are constructed so that the charcoal can be lighted in the pan outside and then inserted into the unit, to avoid the odors and smoke from lighting fluids.





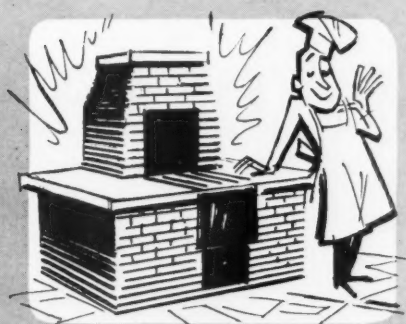
He lives in your area . . . a dreamer  
. . . reading a Donley Outdoor Fire-  
place Catalog . . . he got it from you.



The dream is complete now . . . and he has headed your way for all the items he's going to need. The Donley catalog is complete . . . it tells him what and . . .



how to build this backyard dream . . . In fact the catalog will help both of you . . . dealer and builder, because the 32 pages of pictures and plans outline



the needs right to the point of finish! You're the hero now. He'll show his bit of "magic" to all the neighbors. Others will want to duplicate his efforts . . .



. . . and you're just the gent to help them. You may even get in on the very first steak.

■ For more than 65 years, dealers all over America have used Donley Fireplace Catalogs to aid home owners in the selection of fireplaces and allied equipment.

Tens, hundreds, thousands . . . yes millions of people have requested the Donley Fireplace Catalogs over the years. Here is a chance for you to capitalize on these requests. Send today for a copy. It tells where, when, how . . . drawings, suggestions, details and photos fill in the whole scheme. Use this coupon . . .

7356-DB

THE **Donley** BROTHERS CO.

13905 Miles Avenue, Cleveland 5, Ohio

Name


Company

Address

City  State

Please send me a copy of your new catalog on Outdoor Fireplaces.

# an exciting NEW kind exclusive features to boost your sales!



*seals on contact...*  
**AND**  
*the seal sells it for you*

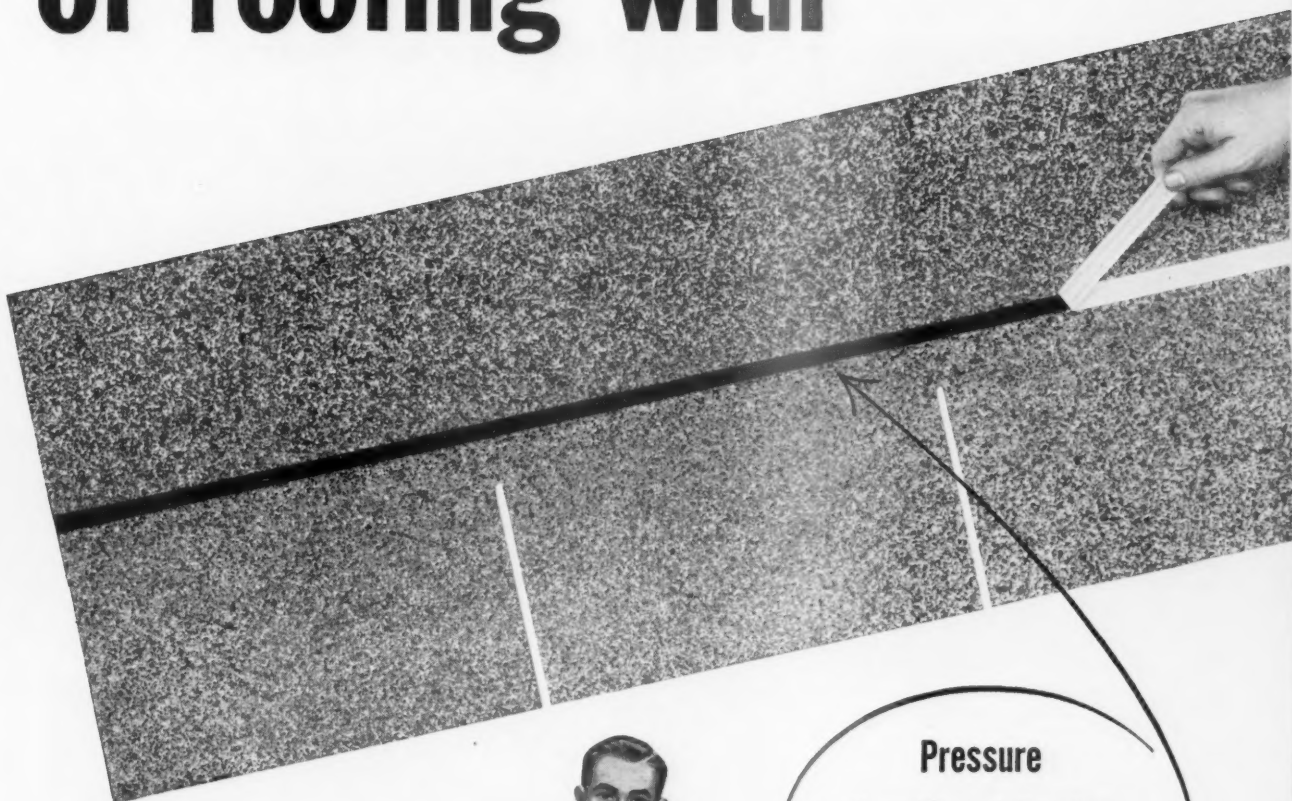
## MULE-HIDE Masterseal

Your customers will be enthusiastic  
about this new shingle that goes  
on so fast, sticks so tight regardless  
of weather, and looks so beautiful.  
Demonstrate the durability and practicality  
of the "Wind-Tite" tabs and the giant  
size . . . Show them the eight bold new color  
blends . . . You'll make sales fast.

Wind-Tite tabs seal Mule-Hide Masterseal Shingle roofs against all kinds of weather, including gale winds. Each shingle has a wide continuous strip of special factory-applied adhesive which is fresh and tacky when the covering tape is zipped off. Pressure sensitive, it seals overlapping shingles upon contact . . . and they stay sealed permanently!



# of roofing with



## Shingle



**Pressure  
Sensitive Adhesive  
Seals Shingle Instantly  
on Contact**



### **NEW GIANT TIME-SAVING SIZE**

The 16 x 42.85-in. size of the Mule-Hide Masterseal Shingle makes application quicker. It's designed for double or triple coverage . . . a two-in-one shingle that saves you space and handling costs. It dramatically strengthens the long horizontal lines of modern roofs —gives 60% greater color exposure than other seal type shingles.

**A GREAT NAME  
FOR OVER 50 YEARS**

### **THE LEHON COMPANY**

**Plants at**  
Wilmington, Illinois  
Memphis, Tennessee  
Cincinnati, Ohio  
Perth Amboy, New Jersey  
Houston, Texas

# ASSOCIATION ACTIVITIES

## Georgians Reorganize Assn., Hear Tips on Profits

NEARLY 200 PERSONS attended the 32nd annual meeting of the Building Material Merchants of Georgia in Savannah, May 13-15, where the business sessions featured a film and talks on ways to more profits and good management.

Silent prayer and a memorial resolution noted the passing of the organization's well-known counselor, Joseph G. Rowell, last March.

The Georgia dealers adopted a new constitution and by-laws and authorized Pat Campbell of Covington to proceed with incorporation action. The duties of secretary and treasurer were combined into one office and James H. Flowers of College Park was elected.

Retiring President Charles W. Peek Jr. of Cedartown was elected acting executive secretary of the Building Material Merchants of Georgia until a man is selected for the full-time post. Ed H. Chambers of Gainesville was advanced to the presidency. Harrell C. Murray Sr. of Savannah, who served ably as convention general chairman, was elected vice-president.

New congressional district directors were chosen as follows: (1) Charles B. Mikell of Savannah; (2) Graham P. Dozier Jr. of Albany;

(3) Hugh Campbell of Montezuma; (4) Jeff Daniel of LaGrange; (5) Cleon Smith of Decatur; (6) Eugene Cook of Dublin; (7) Steve Tumlin of Marietta; (8) H. W. Lang of Brunswick; (9) Hubert Deaton of Gainesville; (10) John P. Bondurant of Athens. Directors-at-large include B. W. Fleming of Atlanta, J. P. Short of Tifton, and B. I. Thornton of Cordele.

With new housing off substantially in the state, the Georgians were advised to go for more home improvement business via installment selling. In a panel discussion, C. S. Baker of Nashville, Tenn., told how his building supply firm had sponsored a 12-day Home Improvement Show in May that had attracted 10,000 visitors to the exhibits of 40 manufacturers.

Baker said national banks and savings and loan associations are

eager to handle Title I FHA improvement loans. He said dealers can profit from both materials and labor when an improvement department is practically managed.

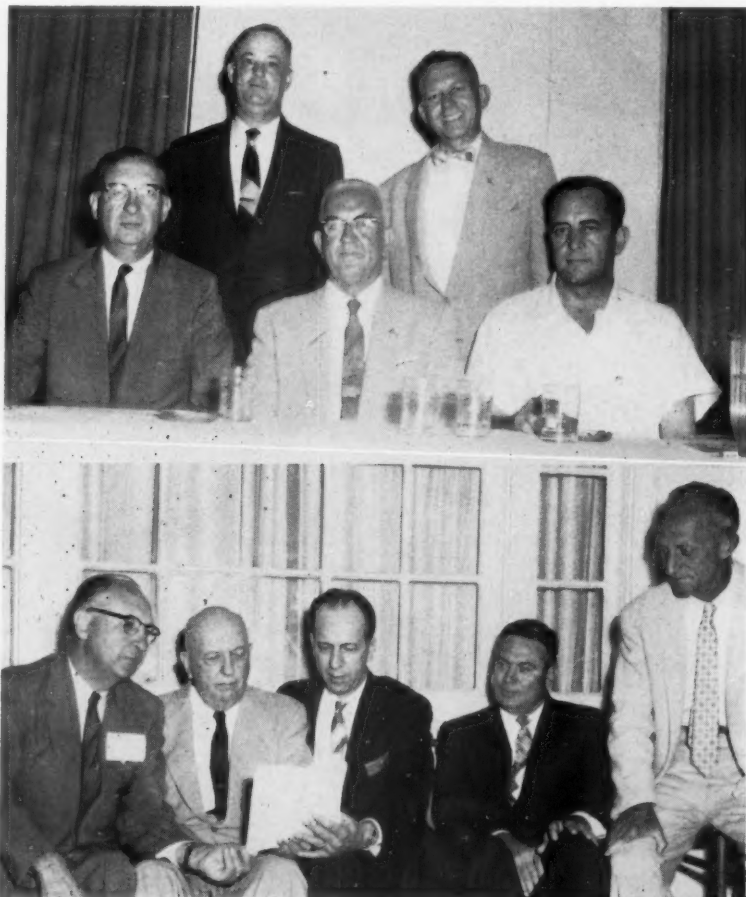
John Vann told how his Builders Supply Corp. in Brunswick had slashed handling costs by using fork-lifts and conveyors to store and deliver brick, lumber, roofing, and other materials.

John Wilson Sr. of Fayetteville, N. C., said his Highland Lumber Co. had increased its cash sales from 5 to 20 per cent of total sales in the two years they have operated a cash and carry department in their store. Prices in this department are from 15 to 20 per cent under those for charge and delivery sales, he reported.

Mack Taunton of Fairfax, Ala., recommended that dealers arrange to sell shell (inside unfinished)

New officers of the Building Material Merchants of Georgia are seen at upper right. Seated from left are E. H. Chambers of Gainesville, president; Harrell C. Murray of Savannah, vice-president; and James H. Flowers of College Park, who was elected secretary and re-elected treasurer. Standing are, left, Charles W. Peek Jr. of Cedartown, retiring president, who was elected acting executive secretary of the Georgia dealer association; and Oertell Collins of Savannah, dealer-director to NRLDA.

Principals in the panel discussion on keys to more net profits are seen checking the program with Chambers. Left to right from him, they include John Wilson Sr., Highland Lumber Co., Fayetteville, N. C.; C. S. Baker, All-Weather Insulation Co., Nashville, Tenn., building supply dealer; Mack Taunton, Taunton's, Inc., Fairfax, Ala., homebuilding dealer; and John Vann, Builders Supply Corp., Brunswick, Ga. Donald Moore, editor of SOUTHERN BUILDING SUPPLIES, moderated the panel discussion.



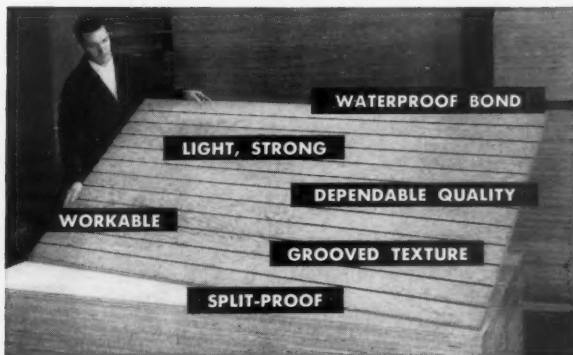
FIR PLYWOOD PROFIT POINTERS

## TIPS ON SELLING

**Texture 1-11®**  
EXTERIOR FIR PLYWOOD • EXT-DFPA®



**PROFITABLE:** Texture One-Eleven—the grooved Exterior fir plywood—offers scores of sales opportunities: residential and commercial siding... interior paneling... accent walls... fences and screens. A wonderful “do-it-yourself” material! Shiplapped edges eliminate all joint problems, make application easy for anyone.



**SALEABLE:** Texture One-Eleven has all the time-tested sales features of Exterior-type fir plywood—plus the added beauty of a “natural” unsanded surface, grooved 2” or 4” o.c. to combine line and texture in one practical panel. Remember: EXT-DFPA on the panel edge means 100% waterproof glue, for permanent outdoor use.

**PROMOTABLE:** DFPA has plenty of sales helps for you, with Texture One-Eleven as the feature—ad mats, envelope stuffers, plans, idea folders. Application and finishing data, too, for your contractor customers. Write today for sample and information!



### INSIST ON DFPA GRADE-TRADEMARKS

You protect your reputation (and repeat sales) when you sell fir plywood carrying the DFPA trademark—your assurance of quality-tested panels.

**FOR COMPLETE INFORMATION** about fir plywood sales tools, including samples, write (USA only) Douglas Fir Plywood Association, Tacoma 2, Wash.





At the annual meeting of the Building Material Merchants of Georgia, suppliers held a breakfast conference to consider ways and means of cooperating more closely with the dealer group. The manufacturers and wholesalers elected an advisory committee to act as liaison with the dealer association. The committee is seen in photo above. Chairman is Derry Burns, Burns Brick Co., Macon, at left. The others include R. F. Edwards, Central Woodwork, Inc., Atlanta; George Arnold, Atlanta district manager of the National Gypsum Co., and J. W. (Bill) Zuber, Zuber Lumber Co., Atlanta.

houses to families short of new-home funds but capable of finishing them.

Ansel Alewine of Taylors, S. C., brought greetings from the Carolina Lumber and Supply Assn., of which he is president. He urged Georgians to cater to store traffic and DIY sales to keep profits up this year.

Dr. Philip M. Webster, industrial

economist of the Federal Reserve Bank of Atlanta, predicted easing of mortgage funds throughout the year, and forecast another era of million-plus houses a year by 1965.

Ed H. Libbey as secretary reported on promotional and legislative activities of the National Retail Lumber Dealers Assn.

## Alabamians Promised Treat at Fishing Rodeo

Persons attending the 27th annual Alabama dealers' deep-sea fishing rodeo at Panama City, Fla., June 14-15, are given a poetic preview of what's in store by John Thames, Birmingham wholesaler. His dashing verse on the rodeo treats follows:

*It's a-fishing we go on the rodeo,  
Our spirits are carefree and gay,  
Dolphin and Ling! Tarpon and King!  
We'll land 'em for sure today!*

*We shove off at seven toward our  
blue heaven,  
Those sons of the deep to entreat;  
The last boat is cheered, the harbour  
is cleared,  
The Gulf is as smooth as a sheet.*

*Good fellowship reigns and has full  
domain  
As the cares of this world are no  
more;  
It's joking and jesting—gay wits  
contesting,  
All troubles are left on the shore.*

*It's a-fishing we go on the rodeo,  
And though all hopes are not  
satisfied,  
We carry in our heart before we  
depart,  
Friendships that will e'er abide.*



## PLAN AND PROMOTE ASSOCIATION ACTIVITIES FOR VIRGINIANS

The Virginia Building Material Association elected the people pictured above as their officers and directors at the association's recent 31st annual convention in Richmond, Va.

Seated, left to right, are: Maurice R. Large, Farmville, treasurer; Carolyn B. Nettleton, Covington, vice-president; R. B. Johnson, West Point, president; William N. Neff,

Abingdon, director; and W. Albie Barksdale, Charlottesville, member of the executive committee.

VBMA directors, standing left to right, are: W. Coleman, Newport News; George H. Burton, Norfolk; Robert E. Holsinger, Staunton; S. F. Winiker, Danville; Lester E. Andrews, Farmville; Frank W. Kellam, Princess Anne; and Roy C. Brown, Abingdon.

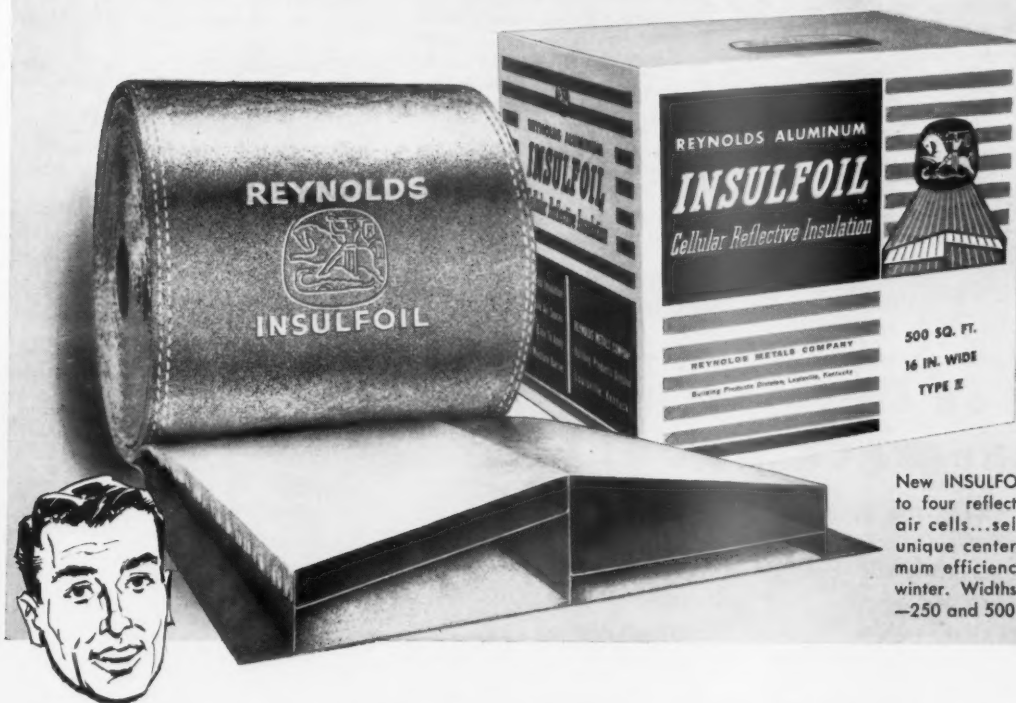


# REYNOLDS ALUMINUM

Announces a New Superior  
Cellular Reflective Insulation

## INSULFOIL

T. M.



New INSULFOIL provides up to four reflective-faced dead air cells...self-spaced by a unique centerpost for maximum efficiency summer and winter. Widths 16" and 24" —250 and 500 sq. ft. rolls.

Steadily, more and more architects and builders have come to prefer the cellular reflective type of insulation. They recognize its very high thermal insulation efficiency—summer and winter. They acknowledge the superiority of aluminum foil as a vapor barrier. They like the quick, clean, economical installation.

Reynolds now brings a powerful new impetus to this growing field...with INSULFOIL. Exclusive with INSULFOIL is the extra strong centerpost, which automatically provides optimum spacing of the reflective surfaces and lateral expansion for full stud-to-stud insulation. Easy to handle, with no irritating particles, INSULFOIL requires very little storage space. It cannot deteriorate. And *this one low-cost type* meets most ceiling requirements.

In addition, this new product gives you the tremendous sales advantage of the Reynolds name, one of

the great names in the building industry! Profit by this...and by Reynolds promotion of INSULFOIL. Mail the coupon now for a sample and descriptive brochure including testimonial data.

**Reynolds Metals Company**, Building Products Division, Louisville 1, Kentucky.

See "CIRCUS BOY", Sundays, NBC-TV Network.

**MAIL THIS COUPON FOR FREE BROCHURE**

Reynolds Metals Co., Building Products Division,  
Louisville 1, Ky.

Please send me your free INSULFOIL brochure with full technical data.

Name

Address

City  State

## S. W. Lumbermen Form "40" Plus Club

The pioneers of the lumber business in the Southwest have organized themselves into the "40" Plus Club, with its only qualification for membership being active association with some phase of the lumber industry for 40 years or more. Sponsored by the Southwestern Lumbermen's Assn., the "40" Plus Club held its first luncheon meeting at the association's 1957 convention in Kansas City.

The following men attended the "40" Plus Club luncheon meeting—together they represent 2,359 years in the lumber business: George W. Alexander, Everest, Kan.; Rufus Angle, Louisiana, Mo.; Wilbur C. Baker, Kansas City, Mo.; H. G. Benson, Pawhuska, Okla.; J. W. Black, Corning, Ark.; Leland Brown, Maysville, Mo.; Lance I. Coffey, Wichita, Kan.; Willis H. Coleman, Enid, Okla.; Clare J. Cowley, Olathe, Kan.; A. C. Davidson, Little Rock, Ark.; P. W. Doherty, Medicine Lodge, Kan.; Jim Dutton, Ponca City, Okla.

Frank L. Eberhardt, Salina, Kan.; Les Everitt, Kansas City, Mo.; Frank E. Fitzgerald, Waterville, Kan.; B. L. Foote, Enid, Okla.; Charles W. Goodrum, Kansas City, Mo.; Hy Guhlerman, Jefferson City, Mo.; F. W.

Hayes, Burlingame, Kan.; Sherman Henkins, Hamilton, Mo.; W. L. Hullett, Baxter Springs, Kan.; Frank P. Hunter, Kansas City, Mo.; Elmer D. Jewett, Bonner Springs, Kan.; Walter A. Lambert, Leavenworth, Kan.; Virgil E. Loyd, Kansas City, Mo.; Ralph Marteney, Wichita, Kan.; Chet McAllister, Garden City, Kan.

D. O. Metz, Wichita, Kan.; M. J. Miles, Kansas City, Mo.; Frank Miller, Pawhuska, Okla.; J. R. Moorehead, Cape Girardeau, Mo.; J. R. Proctor, California, Mo.; Jay L. Reniker, Miami, Okla.; W. H. Robey, Perry, Mo.; Fred M. Robinson, St. Louis, Mo.; Cliff G. Scruggs, Jefferson City, Mo.; G. S. R. Sharp, North Little Rock, Ark.; William Stewart, Shawnee, Okla.; Nate O. Swanson, Kansas City, Mo.; Glenn C. Taylor, Lyons, Kan.; Merle Tyner, Butler, Mo.; E. J. Van Buskirk, Kansas City, Mo.; Wesley J. Vaughn, Liberty, Mo.; Harold E. Webster, Kansas City, Mo.; Anton K. Westh, Kansas City, Mo.; Ernie E. Woods, Independence, Kan.; Frank Wooldridge, Kansas City, Kan.; Noble J. Young, Spickard, Mo.; and Charles Hestwood, Kansas City, Mo.

Other "40" Plus Club members include: W. G. Archibald, Emporia, Kan.; Edward W. Bank Sr., Enid, Okla.; Arthur W. Castle, St. Joseph, Mo.; C. E. Clutter, Larned, Kan.; R. T. Currell, Lawton, Okla.; Reed

Gammill, Camden, Ark.; H. E. Jones, Pawnee, Okla.; John Kilpatrick, Oklahoma City, Okla.; Bert L. Lewis, Wichita, Kan.; Harold S. Mangus, Norton, Kan.; John D. McCarthy, Springfield, Ill.; L. T. Metz, Poplar Bluff, Mo.; W. A. Mudgett, Hope, Ark.; W. T. Nethery, Hayti, Mo.; Ralph M. Rounds, Wichita, Kan.; Marlowe R. Russell, Cameron, Mo.; and H. C. Wildgen, Hoisington, Kan.

## SLA-Sponsored Training Gets Membership Support

More than 200 employees of Southwestern Lumbermen's Assn. member-dealers in the past year have enrolled in and passed an SLA-sponsored 10-week basic drawing and light-frame construction correspondence course, according to Sales Development Committee Chairman Dwayne C. Larson.

Under the direction of Phinney O. Larson of Saint Paul, Minn., the correspondence courses consist of the 10-week basic drawing course, a five-week home modernization drawing and estimating course, and a two-day, personally-conducted estimating school.

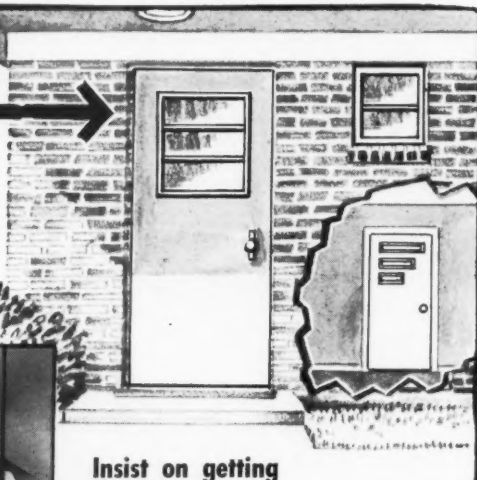
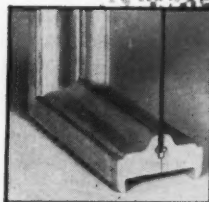
The individual employee enrollment fee, assumed by the employer, is approximately \$100.

## Hey! Don't neglect the BACK DOOR!

More people ENTER the Back Door than any other.

So... choose a handsome back door design for added sales features. No need for mixing interior FLUSH and exterior PANEL doors to get "half-glass" designs. Visador offers numerous possibilities, a few of which are illustrated here.

Cutaway view of installed VISADOR LIGHT reveals beauty, strength, and quality of VISADOR hardwood moulding. Precision mitres are permanently held together by special joint-nails... not just ordinary staples. Glass is bedded in full 1/2-inch of caulking compound for water-proof fit—and is CENTERED in door by IDENTICAL halves of two-piece moulding. These features and many more show why you get MORE PERFECTION, DOOR-AFTER-DOOR in VISADOR quality door lights and louvers. Prices are more than competitive with other flush door glazing methods!



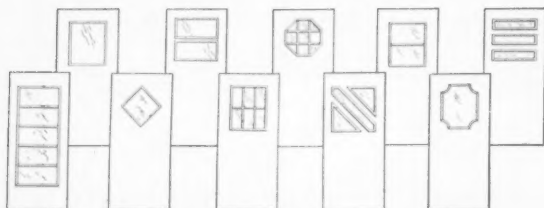
Insist on getting  
genuine

for flush panel doors  
**VISADOR**  
LIGHTS LOUVERS  
SINCE 1930

Sold through leading Door Jobbers and Manufacturers

*the* **VISADOR Co.**

P. O. BOX 10312 • DALLAS, TEXAS



# DEALER NEWS

## TEXAS

**DALLAS:** Vernon Hale has opened the South Buckner Builder's Supply here.

**FORT WORTH:** New partner in the Sternberg Lumber Co. here is S. W. Berry.

**ABILENE:** John Clary is the new manager of the Home Lumber Co. here. . . . West Texas Lumber Co. here is the former Biggers Lumber Co. re-named.

**JACKSONVILLE:** The Andrews Lumber Co. has recently occupied its new building here. The old one was destroyed by fire.

**PINELAND:** W. C. Davis Jr. has been named manager of the Temple Lumber Co. here. He was formerly assistant manager of Temple's Lufkin yard.

**OVERTON:** Doyle Meador has been appointed assistant manager of the W. C. Powell Lumber Co.

**COLEMAN:** Harry Crews has been named manager of the South Texas Lumber Co. here.

**BROWNSVILLE:** New manager of the Zarskey Lumber Co. here is Phil Owens.

**HARLINGEN:** Warren Jackson has been named assistant manager of the South Texas Lumber Co. here.

**DONNA:** Larry Crocket is the new manager of the South Texas Lumber Co. here.

**MISSION:** Walter L. Guenzel is now associated with the Campbell-White Lumber Co. here.

**CORPUS CHRISTI:** Merell Burditt now manages the Factory Outlet Building Materials Co., on the site of the old Terrace Lumber Co.

**YOAKUM:** Bob Drake, formerly of Roseburg, has been named manager of the Burton Lumber Co. He succeeded Don Manning, who recently purchased a house-moving business in Yoakum.

**GOLIAD:** New manager of the Alamo Lumber Co. here is James Johnson, formerly of Smiley.

**AGUA DULCE:** A. Gammill has been named local manager of the Zarskey Lumber Co.

**HOUSTON:** Joe Gauldin is the new manager of the Gateway Lumber Co. here.

**ALTA:** The Hudler-Moore Lumber Co. of LaMarque has opened branch facilities here.

**BOERNE:** Edgar Bergman is new owner of the Jack Ammann Lumber Co. here. He was formerly connected with the Wilson Lumber Co. of San Antonio.

**VICTORIA:** Wood Lumber Co. was recently purchased by Jack Hamilton of Taylor. Hamilton was in the lumber business at Taylor for several years.

**BRAZORIA:** The Barnes - Jones Lumber Yard has been purchased by Henry Harang of the Brazoria Lumber Yard.

**HOUSTON:** The Houston Retail Lumber Dealers Assn. held open house in conjunction with the Chamber of Commerce's Houston Beautiful Week.

**PORT ARTHUR:** Bob Wyde, manager of the Wyde Lumber Co., was elected president of the Jaycees here.

**HOUSTON:** Thad Plummer has been named manager of the newly formed glass and glazing division of the Buie Building Material Co.

**EDINBURG:** M. C. Vackar, former manager of the John F. Grant Lumber Co., has purchased the McKinney Lumber Co.

**CORPUS CHRISTI:** The Sechrist-Hall Co. has moved to new quarters at Omaha Drive and Highway 44. The warehouse and offices will have over 20,000 sq. ft. of floor space.

**LITTLEFIELD:** Elbert Joe Dillon, partner in the Dillon Lumber Co. here, and Frances Janet Kuykendall were married in Sudan recently.

## WEST VIRGINIA

**WHEELING:** Ronald Pelkey has been named manager of the Warwood store of the Scott Lumber Co. He replaces Robert Risinger who has been made manager of the Phillips Lumber Co., New Martinsville, recently acquired by the Scott Lumber Co.

## MISSISSIPPI

**HERNANDO:** J. Reed Hudson has purchased Hudson and McCracken, retail lumber firm here, and changed its name to the Hudson Lumber Co.

**BELZONI:** J. R. Bunting has joined the Y. & D. Lumber Co. here. He was formerly with the F. J. Jacks Lumber Co. of Tunica.



MRS. ANN K. REES, seen above, is new assistant editor of SOUTHERN BUILDING SUPPLIES. She is a graduate of Mount Holyoke College, South Hadley, Mass., and is a native of Atlanta. Mrs. Rees has been a staff writer for the Atlanta Journal, and an advertising copywriter for Davison-Paxon Co. in Atlanta.

## MISSOURI

**EXCELSIOR SPRINGS:** Clarence McQuerrey has been named manager of the Excelsior Lumber Co. He succeeds the late Frank D. Baird.

## ARKANSAS

**VAN BUREN:** Mrs. Jessie Gilstrap has sold the Gilstrap Lumber Co. to her nephew, Lee Edwards, who has managed the yard for the past six years. Mrs. Gilstrap will continue to operate her yard at Bentonville.

**JONESBORO:** The Jonesboro Lumber Co. plans to build a new office building on South Fisher across the street from the building that was recently damaged by fire.

**ARKADELPHIA:** Jim Williams has been appointed manager of the Clark County Lumber Co. He has been with the company 20 years.

**CLARENDEN:** The Benton Lumber Co. has changed its name to the Brown Lumber Co. Louis Brown is manager.

**BLYTHEVILLE:** Elwood Deen has been appointed manager of the White Lumber Co. He was formerly with the Wright Supply Co. here.

**WEST MEMPHIS:** The West Memphis Lumber and Supply Co. has changed its name to the West Memphis Lumber Co.



## VIRGINIA

**LYNCHBURG:** Eugene Brown has opened a new firm, the Lynchburg Window Co., at 1212 Rivermont Avenue. He has sold the Rusco Window Co., 2406 Twelfth Street, to the Southern Realty Co.

**RICHMOND:** The Tredegar Timber Co. plans to build a steel manufacturing plant in Chesterfield county.

**NORFOLK:** Reece L. Wickers, vice-president of the Portsmouth Lumber Co., has been appointed chairman of the finance subcommittee of the Merrimac Park Committee here.

mittee of the Merrimac Park Committee here.

## FLORIDA

**WINTER HAVEN:** Jake Suiter, manager of the Villa Lumber Co., recently attended a four-day management workshop in Rochester, N. Y. The conference was sponsored by the Northeastern Retail Lumbermen's Assn.

**POMPANO BEACH:** William D. Harper has been elected president of the Pompano Lumber Co. For the

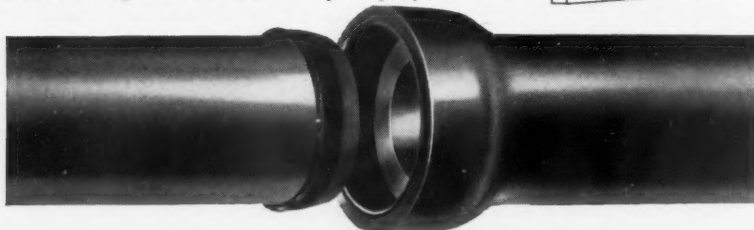
past five years Harper has been active in the lumber business in this area.

**KEY WEST:** The Strunk Lumber Yard has opened a large customer parking lot at Simonton and Greene streets.

**ST. PETERSBURG:** Frank I. Stetson has been named manager of the factory outlet recently opened here by Stanley Building Specialties Co. of North Miami. Stetson was formerly manager of the Clearview Dorwindo Corp.

**ARLINGTON:** The Tucker Lumber Co. has opened a branch here at 5760 Arlington Road.

Another good reason why it pays to be a **Dickey** Dealer



## NEW Dickey PVC Coupling outperforms other joints

The new Dickey PVC Coupling of polyvinyl chloride is fused to Dickey Perma-Line\* Pipe at the factory. It makes Dickey the easiest pipe there is to lay. A firm push completes the joint...and what a joint it is! It shuts out roots and ground water...locks in sewage.

Dickey Perma-Line Pipe, with the new Dickey PVC Coupling, gives Dickey Dealers a pipe that can be promoted and sold effectively and conscientiously in the face of all competition. Its performance exceeds the claims made for pipes of other materials. Now you can offer the world's most enduring material...clay... with a coupling that defies comparison.

\*Registered Trademark

Send today for free fact-filled Bulletin 718



W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn., Kansas City, Mo., Meridian, Miss., San Antonio, Tex., Texarkana, Tex.-Ark.

If it's made of clay it's good...if it's made by Dickey it's better



MAIL THIS COUPON TO NEAREST DICKEY OFFICE

W. S. DICKEY CLAY MFG. CO.

Please send me, without cost or obligation, a copy of your illustrated Bulletin 718—"The New Dickey PVC Coupling."

Name

Company

Address

City  Zone  State  7000

## LOUISIANA

**MORGAN CITY:** The Morgan City Lumber & Supply Co. has enlarged and modernized its showrooms and warehouse on Brashear Avenue.

**NEW ORLEANS:** The Modernfold Door Sales Co. has changed its name to the Norton Co. The firm is located at 7202 Washington Avenue.

**CHARTERS OF INCORPORATION:** Lester E. Tisdale Brick & Building Supplies, Inc., Lafayette; and McDonald-Gilbert Builders Supply, Inc., lumber and building supplies, Jonesboro.

## TENNESSEE

**MEMPHIS:** William C. Chadwick has joined Clark & Fay, Inc., as a sales representative in the firm's building supply business.

**MEMPHIS:** Wayne Roetzel has joined the staff of the Jordan Lumber Co. here. He was formerly with the North Memphis Lumber Co.

**MEMPHIS:** Bob French is the new manager of the White Station Lumber Co. here. He succeeds Frank Owen.

**CAPLEVILLE:** Al Altremira has been appointed manager of the Capleville Lumber and Supply Co. He succeeds A. B. Myers Jr.

## KANSAS

**COLUMBUS:** Archie Crawford of Aline, Okla., has purchased the Cherokee County Lumber Co. from W. O. Gilstrap of Coffeyville.

**DODGE CITY:** The Long-Bell Lumber Co. has purchased a site for a lumber yard here.

**DODGE CITY:** Charley Hager, manager of the Isely Lumber Co.,





## **Are you getting your share of this business?**

One K&M ad in BETTER HOMES & GARDENS did this. Because homeowners who read the top shelter magazines (BH&G and GOOD HOUSEKEEPING) want to know more about K&M Asbestos Shingles ...and they want to see them at their K&M dealer's.

Are *you* the Keasbey & Mattison dealer in your area? Are *you* benefiting from the hard-hitting advertising and resulting sales leads K&M sends out to aid its dealer network?

Send the coupon for information about how K&M Asbestos-Cement Roofing & Siding Shingles can increase your profits from sales to the homeowner, the builder, and the roofing-siding applicator. Act now!



**KEASBEY & MATTISON CO.**  
Ambler • Pennsylvania



How can K&M Asbestos-Cement Roofing and Siding Shingles help me get a greater share of the remodeling and new-home market? Send full details.

NAME.....

COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

was instrumental in having an acoustical tile ceiling installed in the Chamber of Commerce meeting room here.

**LIBERAL:** The Paul W. Light Lumber Co. recently held an open house in celebration of its 50th anniversary.

## SOUTH CAROLINA

**CHARTER OF INCORPORATION:** Twin City Lumber Co., Inc., lumber, building materials and wood products, Leesville.

## OBITUARIES

**JOE STEIN**, 68. Partner in the Stein Lumber Co., Fredericksburg, Tex.

**DICK HUGHES**. Retired representative of the Buell Lumber Co., Dallas, Tex.

**WILBUR S. HOLTON**, 52. Vice-president of the Orangeburg Manufacturing Co., Inc., Norwalk.

**J. B. GOODYEAR**, 53. One-time manager of the Pacific Lumber & Supply Co., Miami, Fla.

**J. D. BURGE**, 67. One-time president of Gamble Bros., Louisville, Ky., wood products firm, Guatemala.

**FORREST R. TOWNE**, 57. Owner-operator of the Bell-Town Lumber Co., Baton Rouge, La.

**WILLIAM M. MORGAN, JR.**, 28. Son of W. M. Morgan, Sr., secretary of the Oklahoma Lumbermen's Assn., Oklahoma City.

**JIM QUEEN**. Manager of the Malden Lumber Co., Malden, Mo.

**JAMES A. SMITH**, 51. Branch warehouse sales manager, Southern States Iron Roofing Co., Savannah, Ga.

**JOHN SINGER**, 87. President of John Singer, Inc., building contractors, and the Suburb Building Supply Co., Covington, Ky.

**J. BOYD CREIGHTON**, 79. Retired owner of the Anderson Lumber Co., Anderson, S. C.

**ED LEWIS**, 80. Retired lumber dealer, Clinton, Ark.

**JOHN M. THURMAN**, 62. Owner of the John M. Thurman Construction Co. and the JMT Lumber Co., Borger, Tex.

**Mr. Q.C.\***  
Makes TW&J  
A Dependable  
Source of  
Well Manufactured,  
Seasoned and Graded  
Lumber and  
Lumber Products



\* Mr. Q.C. (Quality Control) is our name for Lee Moffett one of the best informed Quality Control men in the lumber industry. By rigid inspection of mill production, grading and shipping TW&J assures customers uniform quality in lumber and lumber products.

## In Addition

TW&J's **BALANCED LUMBER SERVICE** includes the procurement and distribution of all West Coast lumber products to give the trade true **ONE CALL** service.

For top quality lumber  
and lumber products  
look to - **TW&J**

**TARTER, WEBSTER & JOHNSON, INC.**

P.O. BOX 3498  
San Francisco 19, California  
PRospect 6-4200 Teletype SF 211



## SERVING DEALERS

(Continued from page 46)

moldings; the full line of Masonite interior and exterior hardboard products, including Pegboard and a complete line of Pegboard fixtures; Nu-Wood products; and a complete line of Upson products, including primed siding.

Retail dealers often want special items, not usually carried in regular stock. Since a wholesaler is in touch with hundreds of sources of supply, while a dealer is often not familiar with the whole market, this bird-dogging is easy for us. And it is just one more way to please your customer.

Quick, efficient and economical delivery service is vital to successful wholesaler-dealer relations. At Martin Wiegand we stress the economical. Dealers call us a day ahead, we get his order out and ready for his truck to pick it up. He saves delivery charges on his building supplies by picking them up himself. This method perhaps wouldn't be the best one in a less urban area.

Credit services are vital to good wholesaler-dealer relations. Wholesalers must understand a dealer's financial situation. In our case, fre-

This home  
is worth  
**MORE**  
because  
of the  
**DOORS...**

*Vacol*  
**EXTRUDED ALUMINUM  
SLIDING GLASS DOORS**

but...the  
cost was  
**less** than  
solid wall  
construction!

It's a neat trick when you can help a prospect get more home for less money. And you can with the Vacol extruded aluminum "Sliding Picture Wall" — the sliding glass doors that seal out the weather but never the view. Cost less than solid wall construction. Add so much beauty and practical indoor-outdoor living comfort, they often boost the value of a home by many hundreds of dollars. 22 different plans. Available for both *single* and *1-inch dual* glazing. Fully weatherstripped. Vacol quality features have developed through 27 years of designing and manufacturing aluminum door and window products.



JALOUSIE DOOR



GLASS PANEL DOOR

**OTHER QUALITY  
VACOL PRODUCTS**

- JALOUSIE WINDOW
- SCREEN DOOR
- COMBINATION "PICTURE" DOOR
- AWNING WINDOW
- JALOUSIE COMBINATION WINDOW
- TRIPLE-TILT COMBINATION WINDOW

WRITE TODAY FOR FULL DETAILS AND PRICES

V. E. ANDERSON  
MFG. CO., INC.  
Owensboro, Kentucky  
Bradenton, Florida



by

**ANDERS<sup>☺</sup>N**



quent calls by our representatives bring us close to our dealers. If there is a delay in payment, we're liberal in waiting because we know the circumstances. Our across-the-board credit policy is a two-percent discount if the bill is paid by the 10th of the month and net in 30 days.

Another vital customer-relations job a wholesaler can do is to educate his dealers on new products, market information and merchandising methods. As I said, a wholesaler is in closer touch with the full market, and can render his

dealer a huge service by keeping him informed of its many facets. We conduct sales meetings with dealer personnel in an effort to render this service. And we keep our dealers supplied with the literature, samples and technical information our manufacturers make available to us.

Conversely, a wholesaler ought to keep in close touch with what his customers' customers want. Our salesmen, for instance, call on architects, engineers, commercial firms, contractors, homebuilders, and other dealer trade factors—

discussing and promoting items, but never quoting prices. This keeps us informed and at the same time helps make the dealers' selling job an easier one.

We also make our salesmen available to dealers for making calls on prospects, with the idea that we can assist them in selling specific jobs. Here again, the dealers' salesmen make all price quotations. The ethical wholesaler salesman never quotes a price to his dealer's customers.

Good wholesaler-dealer relations boil down to this: an interchange of ideas as well as merchandise—with the accent on good service and quality merchandise at a fair price.

## FACT FOLDERS

(Continued from page 47)

mond, Raleigh, Miami, and Birmingham.

The first dealers who examined the Fact Folder system were enthusiastic over its usefulness. Jim Waters, proprietor of the Waters Building Supply Company in Ellijay, Ga., said that it would prove most helpful because it would allow him to complete setting up a letter-file reference on building products that he had previously started but discontinued for lack of a classification system.

SSIRCO salesmen are helping dealers to set up the system and consolidate into the folders other literature and data on the classified product. In addition, they encourage dealers to use supplementary folders for materials they sell that are not covered by a Fact Folder.

Neil Matheson, partner in the Andrews (N. C.) Builders Supply Company, explained that the Fact Folder file would keep together information on all products that customers might call for, but which he can not afford to stock. "Now we can find the need faster — and order it quicker."

The manager of the Hiawassee Hardware and Supply Company in that Georgia mountain town, Dick Paris, planned to consolidate product literature on the major classifications from miscellaneous catalogs. "It's much better to have it in one place, where we can compare brands for quality and value," Paris said.



## IT'S NO SECRET

... that personal service is Zuber's specialty too!

Zuber Lumber Company has specialized in personal service since 1889. So, if you're looking for lines that'll give you good volume and regular turnover, call DR. 7-6404.

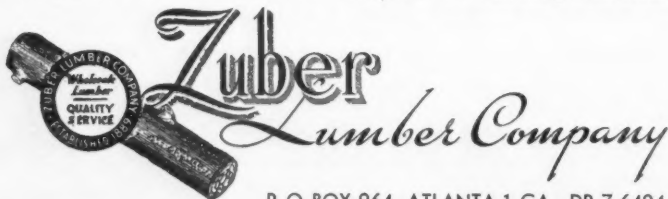
Formica  
Larch  
Flush Doors  
Windows  
Shutters  
Mahogany  
Redwood  
Sugar Pine

Yellow Pine  
Douglas Fir  
Jalousie Doors  
Louver Doors  
Window Units  
Screen Doors  
Fir Doors

Awning Windows  
Ponderosa Pine  
Metal Mouldings  
Douglas Fir Plywood  
Mahogany Plywood  
Marlite Wall Panels  
Cypress Wall Paneling

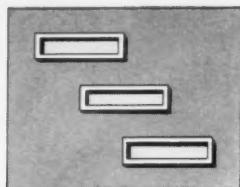
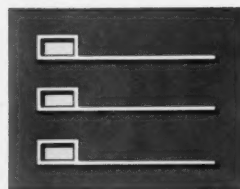
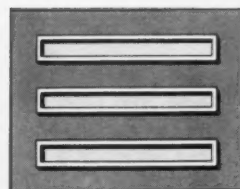
White Pine Package Trim  
Douglas Fir Mouldings  
Cedar Shakes and Shingles  
Knotty White Pine Wall Paneling  
Mahogany Wall Paneling  
Door & Window Frames  
Disappearing Stairways  
Architectural Windows

The South's oldest wholesaler & jobber of building materials



P. O. BOX 964 ATLANTA 1, GA. DR 7-6404





**CUSTRIM MOLDING**  
mounts quickly and simply  
on the Berry Sectional.  
Your customer can style  
it himself to any number  
of individualized designs.

## THE BERRY SECTIONAL

# for easy ups and downs!

Here's an *easy-going* sectional. And a quiet one. Count other exclusives like full-width unlatching mechanism, labyrinth weatherseal, large windows and extruded hinge bearings. Then you'll see how this door is packed with sales appeal. What's more, it's all Paintlok steel . . . won't swell or shrink, peel, crack or rust. Parts and components carry a full five-year guarantee. Colorful national advertising *tells* and *pre-sells* your prospects . . . promotes your profits.

Best yet, the Berry Sectional sells for no more than an ordinary door. And installation is so simple. Twelve standard sizes meet almost any residential need. See your distributor or write direct. Ask, too, about the

low-priced Berry automatic garage door operator. It's trouble-free and efficient. *Steel Door Corporation*, 2400 E. Lincoln Road, Birmingham, Michigan—the world's largest manufacturer of steel garage doors.

# Berry

**STEEL DOORS**

# PRODUCT BRIEFS

**PROJECT-IN ALUMINUM WINDOW.** The UALCO top-hung, project-in weatherstripped aluminum intermediate projected window has concealed hardware in the large upper sash that is key-operated to open for cleaning. Hoppers open and close conventionally. Southern Sash Sales & Supply Co., Inc., Dept. SBS, 818 Twentieth Street, Sheffield, Ala.

Write P275 on reply card, page 74.

**CEILING STAPLE.** "Ceiltile", a staple designed specifically for fastening ceiling tile, is said to drive absolutely flush. Divergent legs that lock securely into wood and a resin coating assure great holding power and prevent tiles from buckling due to protruding staples. Arrow Fastener Co., Dept. SBS, 1 Junius Street, Brooklyn 12, N. Y.

Write P276 on reply card, page 74.

**LARGER PLATE GLASS.** The Libbey-Owens-Ford Glass Co., Dept. SBS, 608 Madison Avenue, Toledo 3, Ohio, has set new standard maximum sizes for plate glass.  $\frac{3}{8}$ " plate is to be 117" x 240"; and  $\frac{1}{2}$ " glass is to be 117" x 216".

Write P277 on reply card, page 74.

**RANGE HOOD VENTILATOR.** The Home Metal Products Co., Dept. SBS, Route 7, Box 496, Dallas, Tex., has added an under-cabinet range hood ventilator to its Kich-n-vent line. Made of 24-gauge steel, the Texan is designed for project and low-priced homes.

Write P278 on reply card, page 74.

**C-CLAMP.** The Grand Clampmaster C-clamp now has a ratchet screw that instantly positions the clamp screw and releases it with a trigger action. Its alloy steel construction adds strength and permits a throat depth up to 6". Grand Specialties Co., Dept. SBS, 3101 W. Grand Avenue, Chicago 22, Ill.

Write P279 on reply card, page 74.

**STEEL RODS.** Redi-Bolt is a continuous threaded steel rod in sizes from  $\frac{3}{16}$ " through 2". Standard lengths are 24" and 36". Finished with zinc plating, they heat and bend to any shape. Redi-Bolt, Inc., Dept. SBS, 5334 Indianapolis Boulevard, East Chicago, Ind., also makes Redi-Rods, plain steel rounds, flats and angles.

Write P280 on reply card, page 74.

**GLASS REPLACEMENT.** Sisal-Glaze is a clear plastic replacement for commercial greenhouses, storm sash, and other glazing uses. It is claimed to transmit almost 100% of the sun's ultra-violet and infrared rays without deteriorating or discoloring. Sisal-Glaze is available in 5- and 10-mil. weights and in various roll sizes. American Sisal-kraft Corp., Dept. SBS, Attleboro, Mass.

Write P281 on reply card, page 74.

**ALUMINUM STAIR TREAD.** A one-piece, precision cast aluminum stair tread, designed to cut maintenance and provide safer footing, is offered by the Aluminum Co. of America, Dept. SBS, 1501 Alcoa Building, Pittsburgh 19, Pa. The tread uses a slip-proof abrasive nosing and requires no costly protective coating. Each stair will withstand loads exceeding  $1\frac{1}{2}$  tons.

Write P282 on reply card, page 74.

**TOOL HOLDERS.** The Masonite Corp., Dept. SBS, 221 N. LaSalle Street, Chicago 1, Ill., has added three clamp-type tool holders to its line of "Peg-board" fixtures. Each consists of two parts: the one which fits into the holes, and the holder itself. Each has a different jaw opening to accommodate a variety of tools.

Write P283 on reply card, page 74.



**GARDNER ASPHALT PRODUCTS CO.**  
POST OFFICE BOX 5776 TAMPA 5, FLORIDA

## THERE IS A DIFFERENCE IN ALUMINUM WINDOWS



**PENCO  
ALUMINUM  
WINDOWS  
GIVE YOU  
MORE**

Penco Aluminum Windows are actual business builders for you! Penco builds profits, re-orders, better relations with the construction firms you supply! Soundly engineered and built . . . Penco windows are heavier, stronger and more rigid! More handsome, too. You can recommend these windows with complete confidence. In Penco you have a product of real excellence, backed by a sound business organization with stable management and financial integrity. Write now for complete information.

**DOUBLE HUNG  
SINGLE HUNG  
AND HORIZONTAL  
SLIDING  
WINDOWS**

# **PENCO**

**PENWOOD CORPORATION**  
P. O. BOX 2428 DALLAS, TEXAS

**ALL-WEATHER JALOUSIES.** Air Master Corp., Dept. SBS, 20th and Allegheny, Philadelphia 32, Pa., offers a line of jalousie windows designed for both North and South weather conditions. Lifetime silicon-treated wool-pile weatherseal is claimed to eliminate rattles, provide all-weather protection, and better air-conditioning efficiency. The continuous head and sill permit custom installation.

Write P284 on reply card, page 74.

**PREFAB METAL BUILDING.** An all-metal Truscon "standard build-



ing" can be delivered to a job site as a "package" within weeks. Building widths run 32' to 48' in 4' multiples; heights, 12' or 14'; length, unlimited. The package includes all siding, roofing, windows, doors and hardware. Republic Steel Corp., Truscon Division, Dept. SBS, Youngstown, Ohio.

Write P285 on reply card, page 74.

**AWNING FABRIC.** The Lumite Division of Chicopee Mills, Inc., Dept. SBS, 47 Worth Street, New York 13, N. Y., has introduced a plastic awning fabric called "Lumite 909 Saran." Lumite claims it is unaffected by the weather, needs no seasonal storage, is translucent, fade-resistant, rot-resistant, mildew-proof, and cleans easily. The awning fabric is available in solid colors and stripes.

Write P286 on reply card, page 74.

**ORNAMENTAL IRON.** The Locke Manufacturing Co., Dept. SBS, Lodi, Ohio, has added a contemporary style to its line of wrought-iron railings and columns. Designed for use with today's functional architecture, the new style uses straight lines and geometric shapes. It is suitable for exteriors or interiors.

Write P287 on reply card, page 74.

**ASBESTOS TILE.** "Terrazzo" is the newest pattern of Terraflex vinyl asbestos tile made by Johns-Manville, Dept. SBS, 22 E. 40th Street, New York 16, N. Y. Measuring 9" x 9" by 1/16", "Terrazzo" can be used over almost any type sub-floor or on walls. It is available in 10 pastel colors.

Write P288 on reply card, page 74.

**POST-LANTERN PACKAGE.** Hadco Aluminum Products Co., Dept. SBS, 613 Allegheny Ave., Pittsburgh 33, Pa., offers pre-packaged aluminum post-and-lantern combinations. Complete with easy instructions, the kit measures only 37" x 10" x 5". When assembled, the unit is 99" high. Both modern and conventional lantern styles are available.

Write P289 on reply card, page 74.

**ACCESS DOOR.** The Milcor steel access door for acoustical-tile ceilings is recessed into the frame the depth of a tile, permitting the tile to finish flush with the surrounding tile surface. Inland Steel Products Co., Dept. SBS, 4175-A W. Burnham Street, Milwaukee, Wis.

Write P290 on reply card, page 74.

**HUSH CLIP PARTITIONS.** The Penn Metal Co., Inc., Dept. SBS, 40 Central Street, Boston 9, Mass., has designed a non-bearing partition to minimize the transmission of sound. Adjustable Hush Clips attach steel studs, track and gypsum plaster over lath to a 1/4" vertical supporting rod. These small clips are the only direct wall-to-wall contact to transmit sound. Hush Clip partitions are 5 3/4" thick.

Write P291 on reply card, page 74.

**HEAVY DUTY TILLER.** Bolens Products Division, Food Machinery and Chemical Corp., Dept. SBS, Port Washington, Wis., has added model M16D to its line of small tillers. Featuring universal-type tines, the Mustang is powered by a heavy-duty 3 h.p. engine. The 14" two-speed rotor will cut a 16" tilling swath. Attachments are available.

Write P292 on reply card, page 74.

## It's here! Strikingly NEW! Smartly Styled! NEW **Majestic** BARBECUE UNIT

**for Indoor or Outdoor Custom Installation Even Counter Tops!!**

FOR KITCHEN CABINETS

GOLD TRIMMED

STAINLESS STEEL

YOU'LL WANT DETAILS WRITE NOW

ALSO PORTABLE FOR PATIOS

**But, DON'T FORGET THESE PROVEN SELLERS**

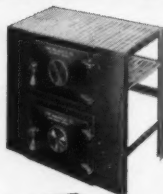
### MODEL OF-48



Any design of outdoor or indoor barbecue can be built around this cast iron and steel unit. Rugged and durable, with special tapered and notched grille section, for deluxe value.

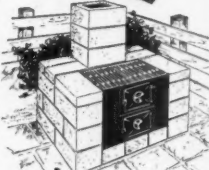
Majestic's big model . . . 24 1/2" high, 29" long, 18 1/2" wide . . . appeals to both builder and "do-it-yourself" buyer.

### MODEL OF-38-S



Makes an easy job of masonry work and assures efficient operation. Cast, all-bar top grate and adjustable fire grate for wood or charcoal.

Overall size: 21 1/2" high, 26 1/2" wide, 15" deep. A popular unit priced for profitable sales, ideal for patio or ranch-type kitchen.



Also many other fireplace accessories

The **Majestic** Company, Inc.  
414-C ERIE STREET, HUNTINGTON, INDIANA

See Your Distributor or Write Today for details on Full Line





# HELPFUL BOOKLETS Free!

On this and subsequent pages of S-B-S, you are offered an excellent selection of literature on new Building Materials and Products. For free copies of this helpful literature, just fill in and return the handy postage-paid reply card below.

**109-C. WOOD SHUTTERS AND DOORS.** The uses and benefits of the new Wing-Line Shutterfold doors are covered in catalog insert. Catalog No. 1056 shows details and gives sizes and benefits of Fit 'n' Finish shutters with movable louvers. Sam A. Wing Co., Inc., Dept. SBS, 5835 Willis Avenue, Dallas 6, Tex.

**102-C. FIBER ROOF COATING.** "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

**103-C. BUILDING SPECIALTIES.** Joist hangers, timber rings, framing anchors, ventilators, windows, and other building specialties are shown in a catalog offered by Cleveland Steel Specialties Co., Dept. SBS, 2761 E. 91st Street, Cleveland 5, Ohio.

**104-C. FIBER-GLASS PANELS.** Colors and applications of Lascotte fiber-glass panels for farm uses are shown in a new folder. It includes a special color for poultry raisers. Lynch Asbestos Co., Dept. SBS, 2939 South Sunol Drive, Los Angeles, Calif.

**105-C. WESTERN LUMBER SOURCES.** A 44-page booklet, "Where To Buy," lists member mills, their fabricating and treating facilities, and lumber products. A 16-page booklet, "West Coast Terms No. 5," explains conditions of sale and shipping weights for Douglas fir, West Coast hemlock, Sitka spruce, and Western red cedar. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland, Ore.

**106-C. WINDOW SASH BALANCES.** The new one-piece spiralflex weatherstrip-sash balance is described in a catalog sheet. The new sash unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

**107-C. ALUMINUM DOORS AND WINDOWS.** Specifications, detail drawings, and sizes are given for aluminum windows and sliding glass doors in the four-page folder on "Britt Sliding Glass Doors" and "Alence Jr. Single Hung Aluminum Windows." Albright Engineering Corp., Dept. SBS, 5501 Wrexton Road, Houston 5, Tex.

**108-C. PLASTIC-FINISHED PANELS.** Full-color catalog covers complete line of Marlite plastic-finished wall and ceiling panels. It shows full variety of colors and patterns—Hi-Gloss, Marble Panel, Woodpanel, Flax pattern, plank, block, and Korlock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

**1-F. ALUMINUM SCREENS.** Lozreen catalog shows and describes aluminum tension screens, aluminum frame screens, extrusions, rolled form sections, and moldings. It shows how easy it is to install the screens. Display screen available. Lozreen Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

**101-B. BUILDING PRODUCTS.** The new 68-page Nava handbook presents the full line of Nava building products and also essential data on their uses. Line includes jalousies, sidewalls, shingles, plastic doors and room dividers, and masonry products. Nava Sales Co., Dept. SBS, Trenton 2, N. J.

**102-B. WOOD DOORS AND WINDOWS.** A folder and catalog sheet present Elmco Stylors that permit originality in painting. A folder and brochure show Elmco-Vent operating and Elmco-View fixed-light window units in different combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

**103-B. WESTERN PINE SOURCES.** USES. WPA's 1957 membership directory lists 440 member mills by states and by species and products available. Four full-color folders show finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Ycon Building, Portland 4, Oregon.

**104-B. ASPHALT ROOFING, ASBESTOS SIDING.** Folder shows use of hurricane-tested asphalt roof shingles of square-tab design, and shows "wind-proof warranty." Booklet shows installations of Ruberoid asbestos claspboard siding. Ruberoid Co., Dept. SBS, 580 Fifth Avenue, New York 22, N. Y.

**105-B. ALUMINUM PRODUCTS.** Weather-Proof aluminum products are described in four folders: adjustable window awnings; triple-track combination double-hung windows; combination storm-screen doors; and combination storm-screen door with self-storage compartment. Weather-Proof Co., Dept. SBS, 1407 E. 46th Street, Cleveland 2, Ohio.

**106-B. FIR FLYWOOD FACTS.** Available to dealers and their employees for which home addresses are sent to Douglas Fir Flywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash., is a 48-page, pocket-size fir plywood guide. It includes basic grade-use data, advantages, and much "know-how."

**107-B. ALUMINUM WEATHERBOARD.** A 24-page manual gives specifications and shows best methods of applying Lifeguard enameled aluminum weatherboard. Uses of backboard and accessories explained. Lifeguard Industries, Inc., Dept. SBS, 2425 Gilbert Avenue, Cincinnati 6, Ohio.

**108-B. WOOD KITCHEN CABINETS.** The Dixie Maid line of wood cabinets for kitchen walls, bases, and corners come in birch, white, yellow, pink, green, blue. Brochure shows and describes all. Full-color Dixie Maid kitchen jumbo postcards also available from Dixie Cabinet Co., Dept. SBS, Morristown, Tenn.

**109-B. WOOD AND MASONRY TOOLS.** Catalog No. 66 in 46 pages shows and specifies the complete line of Hargrave tested tools. These include clamps, chisels, punches, masonry drills, and gasket cutters. Cincinnati Tool Co., Dept. SBS, 2666 Waverly Avenue, Cincinnati 12, Ohio.

**110-B. PLASTIC WATER PUTTY.** Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 864-0, Des Moines, Iowa.

**111-B. WOOD WINDOWS.** "For Happier Living" is a 24-page, full-color booklet that shows in photos and full-color pictures how to use Curtis Silentite and Style-Trend wood windows in both new homes and remodeling jobs. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

**112-B. IRON RAILING AND COLUMNS.** Folder explains installation of complete ornamental iron job for Do-it-Yourself trade, and lists parts required and installation procedure. Verra Products Co., Dept. SBS, Lodi 4, Ohio.

**100-D. STEEL FRAME BUILDINGS.** Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixisteel rigid-frame buildings. It also presents all-steel triangular or bowstring truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

**114-B. VENTILATORS.** The Leslie line of ventilating specialties and gravity ventilators is covered in a catalog folder. Included are Leslie slant roof ventilators, vertical wall and triangular louvers, and wall and under-eave ventilators. Leslie Welding Co., Inc., Dept. SBS, 2943 W. Carroll Avenue, Chicago 12, Ill.

**115-B. ALUMINUM WINDOWS.** Colorful folders list specifications and sizes for Bellhouse aluminum awning and jalousie windows. They show installation details for use in concrete block, solid brick, brick veneer or frame walls. Bellhouse Windows, Dept. SBS, Okechobee and Military Trail, West Palm Beach, Fla.

**116-B. SHORT-LENGTH LUMBER.** Four-page folder by John Bone lists ways lumber dealers can sell short lengths or use them to prefabricate saleable farm feeding and stock shelters. Uses illustrated include Gothic picket fences. Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

**117-B. MOVABLE WOOD SHUTTERS.** The Sun-Air line of interior movable louvered wood shutters is presented in a 12-page booklet. It explains DIY shutter kits and choice of sugar pine or Philippine mahogany stock. Products Manufacturing Co., Dept. SBS, 1645 East 31st Street, Hialeah, Fla.

**118-B. WOOD WINDOW WALLS.** Complete line of Andersen wood window units for residential, institutional, and light commercial use is covered in detail catalog No. 571 and in a dealer merchandising kit. Brands and types of windows include Flexivents, casement, gliding, and double-hung. Treasure-Seal units. Andersen Corp., Dept. SBS, Bayport, Minn.

**For more information**

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**SOUTHERN BUILDING SUPPLIES**  
**806 PEACHTREE STREET, N. E.**  
**ATLANTA 8, GA.**

**11-B. BITUMINOUS SEWER PIPE.** "Tips for Installing Orangeburg Pipe and Fittings" details problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how pipe is easily saved to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

**1-A. FLUSH DOOR INSERTS.** Catalog shows Dixitile glazed inserts. Dixitilever door levers, and Dixitile decorative plants. These flush-door inserts all are packaged for easy stocking and selling. Georgia Art Supply Co., Dept. SBS, 250 Garnett Street S. W., Atlanta 3, Ga.

**2-A. RUST-RESISTANT NAILS.** Pocket-size handbook gives specifications for rust-resistant Storm-guard nails, double-dipped in modern zinc. Shows 35 styles and sizes with chart of uses. W. H. Mase Co., Dept. SBS, 440 Chubb Boulevard, Peru, Ill.

**1-L. WINDOW AND CASING.** Consumer brochures show and describe the Altec Carolina aluminum vertical glide window unit and the Altec Alum-A-Wood combination aluminum and wood casing for frame-type windows. Altec Engineering Co., Dept. SBS, 150 Industrial Road, Summerville, S. C.

**45-B. MORTAR CEMENT.** "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. It includes ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

**101-C. FLYWOOD PRODUCTS.** The Weldwood catalog (AIA File No. 19-F) contains descriptions, recommended uses, sizes, and approximate prices for every product in the Weldwood plywood line. All species and patterns shown in full color. United States Plywood Corp., Dept. SBS, 55 West 44th Street, N. Y. 36, N. Y.

**43-D. FARM BOOK.** Sixteen-page book shows uses of Colex products in service buildings and homes. It includes detail drawings of application. For distribution to farm building or remodeling prospects. The Colex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 2, Ill.

**3-A. PACKAGED DOOR INSERTS.** Southern Door Lite Co., Inc., Dept. SBS, 40 Westland Boulevard S. W., Atlanta 10, Ga., offers a catalog that shows its lights, louvers, and plants for flush doors. Specifications included for Royalites, Royalouvers, and Royalplants.

**1-K. METAL LATH, ACCESSORIES.** Colorful catalog brochure shows and describes types of metal lath, accessories and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala. Tables give fire test data and sound transmission loss for the partitions.

**2-K. WINDOW, DOOR PRODUCTS.** Vulco aluminum screens and jalouses, Caseking screens, Superior and Ideal storm sash, Dura-Bilt screen doors and combination storm doors, hardware and tools are described in the "Versatile Vulco" catalog. Vulcan Metal Products, Inc., Dept. SBS, 2081 Sixth Avenue South, Birmingham, Ala.

**30-B. METAL MOLDINGS.** A 30-page catalog shows full line of Premier aluminum and stainless steel moldings and trim. It explains uses, application, dimensions, and prices. Metal Trim, Inc., Dept. SBS, P. O. Box 1072, Youngstown, Ohio.

**1-L. CEDAR-SHAKE PACKAGE.** Literature describes a handy consumer package of Shakerston Glumea shakes, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on outside walls. Perma Products Co., Dept. SBS, 29310 Kinsman Road, Cleveland 25, Ohio.

**33-B. MASONRY WALL REINFORCEMENT.** Bulletin gives specifications and shows Dur-O-Wal

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masonry wall reinforcement with cavity, bonded, cased, or stacked course masonry wall, and wall with plaster. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5444, Birmingham 7, Ala.

**4-D. ASBESTOS-CEMENT PRODUCTS.** Several brochures and folders—several in full color—show Century No. 5 roofing shingles; Apac all-purpose board; Linabestos and Sheeflexos wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Keesbey and Mattison Co., Dept. SBS, Ambler, Pa.

**5-D. PANEL WOOD WINDOWS.** Brochure shows how National panel windows are used as fixed picture units, fixed casement windows, single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

**1-D. ASPHALT ROOFING, SIDING.** Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given on strip shingles, insulation products, built-up and roll roofing and accessories. Flintkote Co., Dept. SBS, 30 Eckscheider Plaza, New York 20, N. Y.

**1-G. ALUMINUM SCREEN.** Burns aluminum tension screens, full-frame screens, and screen cloth are described in an envelope-size folder. Catalog sheet lists advantages of the aluminum frame unit. Dodge Wire Corporation, Dept. SBS, 249 Spring Street S. W., Atlanta, Ga.

**19-B. PANEL WINDOW UNIT.** The Zuber Beautiful panel window unit is described in a two-color folder. It shows how this toxic-treated, ponderosa pine unit can be used singly, in groups, ribbons, and stacks. The folder also covers Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

**13-B. INCINERATORS.** Denley Incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for Hue-fed, floor-fed, garden, and prefabricated steel models. Denley Brothers Co., Dept. SBS, 13323 Miles Avenue, Cleveland 5, Ohio.

**24-B. ASPHALT ROOFING MATERIALS.** Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

**20-B. FLYWOOD PANELING.** "Harbor Flywoods for Homes Give More Value . . . Inside, Outside" is a consumer brochure which shows installations of Harborite lapped siding, grooved panels, smooth panels, and Super Hardboard select cabinet panels. Harbor Flywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

**15-B. WALLBOARDS.** Colorful literature presents Plastergen's complete lines of laminated fiber wallboards. Lookalike Falcate Interior, and Asphaltite sheathing insulating boards. Free samples. Plastergen Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

**15-B. LUMBER PACKAGING.** "How to Protect Lumber with Waterproof Paper for Shipment and Storage" is a booklet that explains how to protect lumber with paper for shipping, storage, and sales. American Siskraft Corp., Dept. SBS, Attitash, Me.

**14-B. TENSION SCREENS.** New dealer sales manual outlines 23 reasons for using Tension-tite aluminum screens and shows photographs of a dealer making a sale, with his explanation to the customer. Rodiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 13, La.

**2-B. VITRIFIED CLAY PIPE.** Concise folder describes advantages of Dickey Perma-Line pipe for house sewers and drains. It shows how built-in self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2023, Kansas City 42, Mo.

**101-D. WEATHERSTRIP SASH BALANCE.** "Today Quality Sells the Home Buyer" is an eight-page folder about the use of Zegers Dura-coal metal weatherstrip and sash balance in double-hung wood windows. A 12-page booklet presents advantages to homeowners. Zegers, Inc., Dept. SBS, 8090 South Chicago Avenue, Chicago 17, Ill.

**102-D. ALUMINUM SLIDING GLASS DOORS.** "The Decorator's Touch" is a four-page folder which gives specifications and installation drawings for "Tropicana" aluminum sliding glass doors. Daryl Products Corp., Dept. SBS, 7340 N. E. 4th Avenue, Miami, Fla.

**101-D. PACKAGED CHIMNEYS.** Booklet presents complete selection of simply-designed packaged chimneys. They are easily installed and require minimum warehousing. General Products Co., Inc., Dept. SBS, Fredericksburg, Va.

**104-D. INSULATING ROOF DECK.** A 30-page brochure, "New Dimensions in Ceiling Design," shows and describes roof deck designs, cost comparisons, beam sizes, construction detail, and application tips. Insullite Division of Minnesota and Ontario Paper Co., Dept. SBS, 500 Baker Building, Minneapolis 2, Minn.

**105-D. FARM STEEL PRODUCTS.** "Farmers and Ranchers Handbook" in 74 pages supplies data on specifications and plans for the use of steel materials for fencing and roofing on farms. Handbook also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

**106-D. WOOD AND METAL SCREWS.** Southern Screw Co., Dept. SBS, Statesville, N. C., offers a useful folder of "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws."

**107-D. SLIDING DOOR HARDWARE.** Sliding door hardware, folding doors, drawer slides, drapery hardware are illustrated and described in folder. It will help save hardware selection time. Grant Fulley and Hardware Corp., Dept. SBS, 31-35 Whitestone Parkway, Flushing, N. Y.

## Use This Handy Card NO POSTAGE REQUIRED

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## MORE Helpful Booklets FREE

**101-F. ALUMINUM WINDOW SCREENS.** 16-page component parts catalog illustrates to scale all formed shapes and parts for window screen fabricators. Also illustrated literature on screen doors. Uni-Temp Products, Inc., Dept. SBS, 1010 West Kansas, McPherson, Kan.

**102-F. ALUMINUM AWNING WINDOWS.** Eight-page catalog describes window features and operation. It includes specifications, accessories, installation details, and types and sizes of standard and modular windows. Stanley Building Specialties Co., Dept. SBS, 1890 N.E. 146th Street, North Miami, Fla.

**103-F. MASONRY REINFORCEMENT.** Complete description, specifications, uses and an actual sample of Key-Wall galvanized masonry reinforcement are included in an illustrated folder. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

**101-E. METAL WEATHERSTRIPS.** Southern Metal thresholds and weatherstrips are illustrated and described in catalog No. 57A. This four-page brochure covers available sizes and contains price and order information. Southern Metal Products Corp., Dept. SBS, 921 Rayner Street, Memphis 14, Tenn.

**102-E. PRESSURE-TREATED LUMBER.** "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

**103-E. METAL FIREPLACE UNITS.** An 18-page catalog shows full Vestal line of metal fireplace units, including dampers, log sets, grates, and ash dumps. Complete description and specifications accompany each illustration. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

**104-E. TRANSLUCENT PANELS.** The advantages, uses, and properties of shatterproof Corrugux, translucent structural panels are described in a two-color booklet. A color and square footage chart, with other specifications and recommendations, is included. Corrugux, LOF Glass Fibers, Dept. SBS, P. O. Box 20026, Houston 25, Texas.

**105-E. ALUMINUM JALOUSIES.** Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.



## LEAD WEST COAST LUMBERMEN'S ASSN., 1957-58

New officers of the West Coast Lumbermen's Association are pictured here at the 46th annual stockholders meeting in Portland, Ore., recently. Back row, from left: Harris E. Smith, secretary, Portland; C. Henry Bacon, vice-president, Shelton, Wash.; H. V. Simpson, executive vice-president, Portland; and Eliot Jenkins, treasurer, Springfield, Ore. Front row, from left: Judd Greenman, senior vice-president, Portland, Ore.; Robert M. Ingram, president, Aberdeen, Ore.; George Flanagan, vice-president, Medford, Ore.; and Jack Fairhurst, vice-president, San Rafael, Calif.

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# PRODUCT PARADE



## NON-WARPING WOOD BOARD

Timboard is a wood panel, ideally suited as a base for veneers and plastics because of strength and non-warping characteristics. It is made by Roddis Plywood Corp., Dept. SBS, Marshfield, Wis. It is made of saw-mill edgings, slabs, and planer ends — wood wastes that have been reduced to precise shavings that are bonded together with resin under great pressure and heat.

Because of excellent surface characteristics, Timboard may serve as a base for wood veneers as thin as 1/42". Furthermore, the board's compact, gap-free construction is said to permit edge veneering that holds.

Timboard has excellent screw-holding power and may be readily painted, thus providing excellent material for cabinet work.

Write P293 on reply card, page 74.

## MULTI-COLOR ENAMELS

The United Lacquer Manufacturing Corp., Dept. SBS, Linden, N. J., claims that its Multakolor enamel is a quick, easy customized color blending process making over 2,000 color combinations possible.

Multakolor consists of a specific base color with additional colors appearing as speckles of predetermined size. A single spraying covers smoothly and hardens in two hours.

This lacquer is said to resist alcohol, grease, oil, crayon marks, ink, and to easily clean with soap and water. Its covering qualities hide imperfections and thereby permit use of less expensive base materials.

Write P294 on reply card, page 74.

## DOOR AND WINDOW PARTS

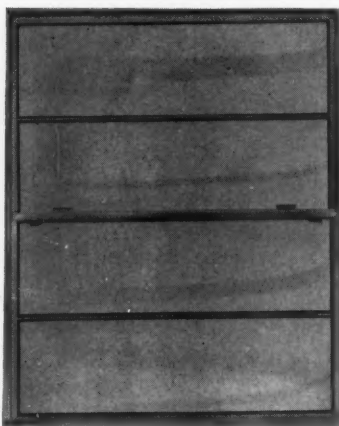
All parts necessary for the manufacture of Seasonmaster aluminum combination doors and windows are now available directly from Seasonmaster, Inc., Dept. SBS, 24 Kinkel Street, Westbury, N. Y.

A huge, modern hydraulic press makes it possible for Seasonmaster to manufacture and deliver immediately every order for lineal lengths, and to provide a constant stock of many types of extrusions.

Write P295 on reply card, page 74.

## ALUMINUM WINDOWS

Windows said to contain up to 3 lbs. more aluminum than competitive lines have been introduced by the Penwood Corp., Dept. SBS, Box 2428, Dallas, Texas. Neoprene glazing bead



provides clean, handsome shadow lines.

Window weather-stripping is precision engineered, with double-contact stainless-steel stripping at jambs. Balances are concealed.

Write P296 on reply card, page 74.

## OUTDOOR RUBBER TILE

Robbins Floor Products Inc., Dept. SBS, Tuscumbia, Ala., introduces resilient floor tile able to stand the rigors of outdoor exposure.

The tiles are made of DuPont's new synthetic rubber, called "Hypalon." It has exceptional resistance to oxidation by sunlight and atmospheric ozone—the two principal factors that cause other resilient flooring to deteriorate in the weather.

Write P297 on reply card, page 74.



## PLASTIC MOSAIC TILES

Mastro Plastics Corp., Dept. SBS, 3040 Webster Avenue, New York 67, N. Y., introduces mosaic wall tile made of polystyrene plastic. Called Tri-Bond Mosaics, the precision-aligned tiles are mounted on 16" x 16" fabric panels containing 441 individual smooth-edged plastic tiles.

The chemically-treated gauze fabric adheres to almost any surface. It will not shrink, resists mildew, and is completely flexible, allowing the tiles to be mounted on curved surfaces.

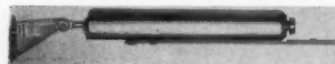
Tri-Bond Mosaics are available in a variety of colors and marble-tones.

Write P298 on reply card, page 74.

## HEAVY-DUTY DOOR CLOSER

A leaf spring, combined with conventional air-spring action to provide easier opening and closing of storm and screen doors, has been introduced by the Ideal Brass Works, Inc., Dept. SBS, 250 East Fifth Street, St. Paul, Minn.

Designed for jalousie and other heavier-than-average aluminum and wood combination doors, the No. 15 heavy-duty door closer has a tempered steel leaf spring that connects the cylinder to the door. The spring



works to counteract pressure build-up of the internal coil spring on the opening cycle and releases extra energy on the closing cycle.

An internal oil cartridge lubricates the closer for a minimum of 10 years.

Write P299 on reply card, page 74.



## PLASTIC COATING

The Corrugulux Division, L-O-F Glass Fibers Co., Dept. SBS, 1808 Madison Avenue, Toledo, Ohio, has developed a coating that can be used to resurface old fiber-glass-reinforced plastic building panels. Called Corrucote, it can also be used on new pieces to reduce the transmission of light.

The coating is an acrylic lacquer with a drying time of 20 minutes to a tack-free state. It is available in five colors, in addition to the clear material.

Write P300 on reply card, page 74.

## LIGHT TRUCK LINE

Distinctive styling, high-efficiency engine, greater driving comfort and maneuverability are features of the light- and medium-duty delivery trucks recently introduced by the International Harvester Co., Dept. SBS, 180 North Michigan Avenue, Chicago 1, Ill.

Model A-110 comes with a 7' or 8½' pick-up body and is rated at 4200-5400 lbs., gross vehicle weight.



It is powered by a 141-h.p. International Black Diamond engine, with a wheel-base range from 110" to 126".

Model A-160 rates at 16,000-19,000 lbs. It is powered by a 154-h.p. International Black Diamond engine. Wheel bases range from 129" to 219".

Both models feature a 65"-wide cab (the widest inside dimension of any comparable truck model) and a sweep-around windshield that offers 1,181 square inches of unobstructed visibility.

Write P301 on reply card, page 74.

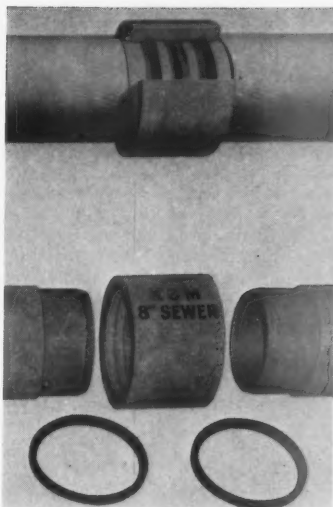
## SLIDING WINDOW UNIT

A new sliding wood window unit, with a removable sash, is offered by Curtis Companies, Inc., Dept. SBS, Clinton, Iowa.

Called the Curtis Style-Trend, this sliding window unit features extreme weather-tightness. A new weather-stripping design reduces air leakage and allows almost no wind infiltration.

The sash lifts up for cleaning or painting.

Write P302 on reply card, page 74.



## ASBESTOS-CEMENT PIPE

A long-life asbestos-cement sewer pipe, with a specially-designed Fluid-Tite coupling, has been announced by Keasbey & Mattison Co., Dept. SBS, Ambler, Pa. The pipe is lightweight and is said to be quickly and economically installed, even with unskilled labor.

It comes in 13' lengths, ranging in diameters from 6" to 12". Also incorporating the Fluid-Tite coupling feature, both "tee" and "wye" fittings, are available.

Write P303 on reply card, page 74.

## SKYLIGHT FAN

An air skylight fan and fluorescent light fixture packaged as one unit is available from the Daylite Engineering Co., Dept. SBS, 14753 Aetna Street, Van Nuys, Calif.

The plastic glass skylight comes in clear white, or sun-resistant clear grey. The General Electric 8" fan's



Oilite ball-bearing motor never needs oiling.

Only the skylight shows from the room below. A vented translucent plastic glass ceiling panel gives a flush ceiling appearance. Weather-stripped louvers open and close automatically.

The unit can be used on a flat roof or roofs with 5- to 12-inch pitch. The skylight is 12" high.

Write P304 on reply card, page 74.

## THREE-WAY WOOD STAIN

The Martin-Senour Co., Dept. SBS, 2500 S. Senour Avenue, Chicago, Ill., introduces a wood stain that fills, seals and colors in one application, and does not have to be wiped.

The time-saving stain is available in 12 rich modern interior tones: platinum, driftwood, honey, blondine, bleached redwood, fruitwood, congo, light oak, sage, dark oak, cherry, and teakwood. The line also includes a permanent redwood stain for exterior use.

Write P305 on reply card, page 74.

## ELONGATED SHINGLE

The Ranchline is an asphalt strip shingle specifically designed for roofs of modern ranch-type and split-level homes. It is made by the Barrett Division, Dept. SBS, Allied Chemical & Dye Corp., 40 Rector Street, New York 6, N. Y.

The shingle stresses the horizontal, rather than the vertical shingle line by means of tabs which are 50 per cent longer than standard. This re-



duces by a third the vertical lines on the roof.

An unobtrusive shadow-band further accents the shingle's elongated look. It is available in pastels of gray, green and red; "soft shadow" greens, tans, grays, and reds; turquoise and green blends, and snow white.

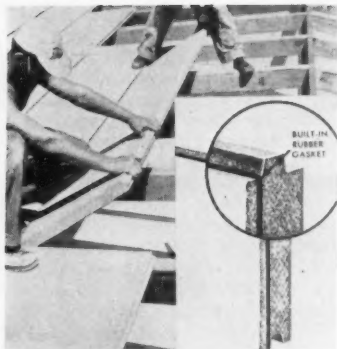
Write P306 on reply card, page 74.

## EXTERIOR STAIN

The Perma Products Co., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio, offers a new heavy-duty Shakertown stain that covers surfaces with one brush coat. Its high quality pigments and oils are said to cover thoroughly even when a light color is laid over a darker-stained surface.

Shakertown exterior stains are available in 12 colors.

Write P307 on reply card, page 74.



### VAPOR-SEAL ROOF SLAB

To provide improved, more economical roof construction for modern structures with exposed beam ceilings, the Celotex Corp., Dept. SBS, 120 South LaSalle Street, Chicago, Ill., has developed a new vapor-seal insulating roof slab. It employs a built-in asphalt membrane vapor barrier, with the vapor-seal at joints.

Units are of Celotex insulation board in 2' x 8' sizes, and are available in 2" or 3" laminated thicknesses. The product meets FHA requirements.

Ceiling surface, including long edge bevels, is factory-finished in white to provide a finished interior appearance. Modified tongue-and-groove joints of long edges simplify alignment and speed installation of the units, the company claims.

Write P308 on reply card, page 74.



### CONCRETE MIXER

Drive-A-Mix is a new, self-sufficient mobile concrete mixer manufactured by the Wright Engineering & Supply Co., Dept. SBS, 1300 S. Bannock Street, Denver 23, Colo.

The company claims that two men can mix and deliver 20 cu. ft. of concrete every four minutes with Drive-A-Mix. It is self-propelled and powered by a 26.8 hp engine. Even though it is of tricycle steering design, a low center of gravity makes it tip-safe.

Quiet operation and comfort-engineered controls transfer the heavy work from the operator to the equipment.

Write P309 on reply card, page 74.

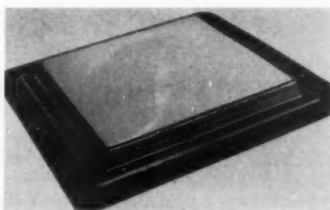
### WOOD FINISHES

Watco, Dept. SBS, 1640 Twentieth Street, Santa Monica, Calif., offers four wood finish-preservers. One is for redwood, one for woodwork, one for marine wood, and one for wood floors.

A single application is said to penetrate deeply into new or old woods, filling and sealing the pores and strengthening fibers.

Watco claims these finishes will not chip or wear away, and resist deterioration. They also resist moisture, dirt, acids, oils, chemicals, termites, wood-boring beetles and fungi.

Write P310 on reply card, page 74.



### PLASTIC SKYLIGHT

A twin-domed plastic skylight, said to keep heat in and cold out by means of a unique "thermos bottle" principle, has been introduced by Consolidated General Products, Inc., Dept. SBS, 24th and Nicholson Streets, Houston 8, Tex.

Dead air space between the inner and outer fiber-glass-reinforced plastic bubble provides a low heat transmission rate. Nevertheless, it transmits a high percentage of outside light, transforming glaring sunlight into highly diffused interior light.

Skylights are available in square, round, and rectangular shapes, and in self-flashing, curb-mounting, or bond-type models. Available sizes range from 18" to 74" across.

Write P311 on reply card, page 74.

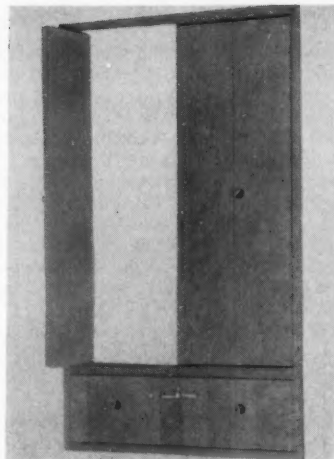
### PREFAB SCREEN HOUSE

An all-aluminum prefabricated screen house, designed to furnish home-owners an inexpensive permanent outdoor room, is offered by the Grand Sheet Metal Products Co., Dept. SBS, 2055 Ruby Street, Melrose Park, Ill.

Called the Grand Panama Screen House, its sizes range from 9' x 12' to 12' x 18'. Materials are pre-cut and pre-drilled—ready for easy assembly. It attaches insect-tight to any building.

The all-weather aluminum roof is supported by heavy-duty posts. It can also be used without the screen panels as a carport or patio canopy.

Write P312 on reply card, page 74.



### CLOSET FRONTS

D-I-Y closet fronts now come completely assembled, including the 1½" x 1¼" jamb, and pre-packaged one-to-a-carton. The easy-to-install doors are manufactured by the Precision Parts Corp., Dept. SBS, 400 North First Street, Nashville 7, Tenn.

The closet fronts feature aluminum tracks and nylon bearings on the top and bottom of all doors. The ¾" solid core doors are available in white pine, ponderosa, birch or lauan veneer.

The Precision units come in two sizes: 49½" x 91½" and 25½" x 91½".

Write P313 on reply card, page 74.

### SELF-SEALING SHINGLE

The Logan-Long Co., Dept. SBS, 660 S. Central Avenue, Chicago 38, Ill., offers Perma-Weld asphalt shingles with double protection against high-velocity winds.

Perma-weld adhesive is applied uniformly on every shingle in the manufacturing process, and backed with aluminum strip to prevent adhesion in packing.

The self-sealing shingles also take nails, into a metal re-inforced nail strip. Sun-swaled spots allow full drainage.

Perma-weld shingles are available in pastel and blend colors.

Write P314 on reply card, page 74.

### PLATED SAW BLADE

A line of chrome-plated saw blades, said to wear three to five times longer than ordinary ones, has been introduced by Cocker Saw Co., Inc., Dept. SBS, Lockport, N. Y.

Sets of three Super-Chrome blades, at \$6.96 each, are packaged in attractive envelopes. They contain a combination, a cross-cut, and a rip saw blade of 8" diameter.

Write P315 on reply card, page 74.

# SILENT SALESMEN

## SWIMMING POOL GUIDE

Swimming pool maintenance is simplified with the use of a 52-page catalog and data book offered by Modern Swimming Pool. It covers pool supplies, chemicals, and equipment ordinarily recommended in the building of a new pool — or in the proper maintenance of an existing one.

Specific sections are on pressure filter systems, selection of proper-size filter, and the control of algae by chemical means.

**Contact:** Modern Swimming Pool Co., Inc., Dept. SBS, 1 Holland Avenue, White Plains, N. Y.

## KITCHEN PINE PANELING

A kitchen area designed specifically for the use of Western Pine paneling is fully described and illustrated in a folder for use as a stuffer, counter piece, or give-away. The folder contains all basic dimensions.

Single copies are free of charge. For quantities of two to 99, copies are 3c each; for 100 or more, 2½c per copy.

**Contact:** Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

## GARDEN REDWOOD IDEAS

The 1957 edition of "Garden Redwood Ideas From California," has as its theme, "Expand Your Living Space By Landscaping With Garden Redwood."

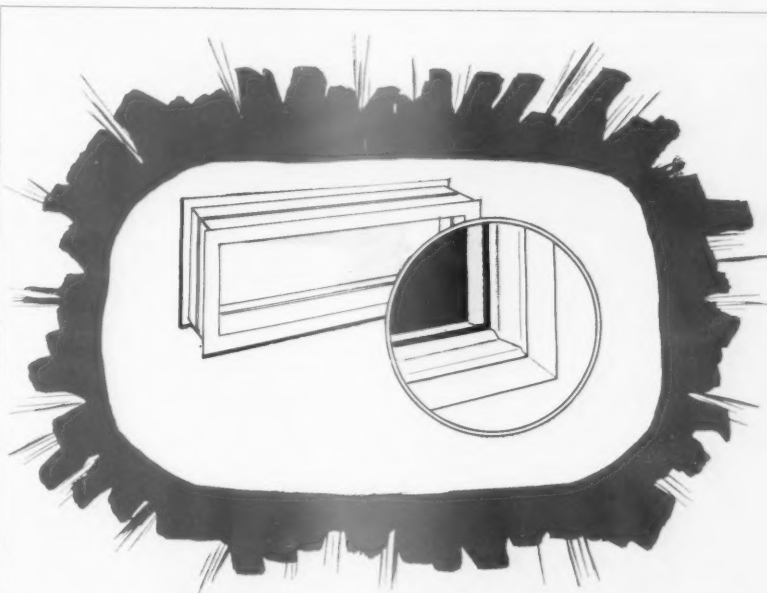
Black-and-white and color photographs of garden living zones show the use of redwood for decks and

terraces, fences and privacy barriers, garden shelters and potting sheds, retaining walls and raised planting beds, lanai rooms and poolside areas, benches and planters.

**Contact:** California Redwood Assn., Service Library, Dept. SBS, 576 Sacramento Street, San Francisco 11, Calif.

## DOOR, WINDOW CHARTS

Selection of Curtis door and window styles and arrangements has been



## THE *Royal Line*

A BRAND NEW NAME IN

## DOOR LITES & DOOR LOUVERS

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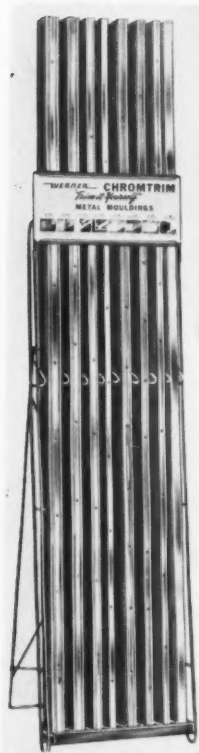
## ALUMINUM TRIM RACK

A red wire display rack holds 120' each of eight Chromtrim aluminum "trim-it-yourself" metal moldings.

The new rack takes less than half the floor space required by the old display. Set up by opening, it requires no screws, bolts, or nuts to assemble.

The rack's built-in dispensers hold consumer literature and prepackaged fasteners in individual envelopes.

**Contact:** R. D. Werner Co., Inc., Dept. SBS, 295 Fifth Avenue, New York 16, N. Y.





simplified for builder, architect, and home-owner with two illustrated charts. They are for display by lumber dealers.

One chart illustrates and describes 73 window styles. The other chart shows 82 door arrangements. Each illustration is labeled and numbered for quick reference in a size-and-price book which accompanies the charts.

Smaller versions of each are available for consumer use.

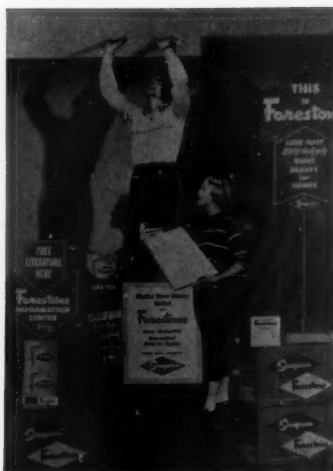
**Contact:** Curtis Companies, Dept. SBS, Clinton, Iowa.

### KITCHEN SKETCHBOOK

Up-to-the-minute ideas cover a variety of architectural styling concepts in Kitchen Maid's new 16-page catalog, "Kitchen Sketchbook."

Featuring the company's new Hospitality, Heritage, and Holiday lines, leading artists have illustrated more than 30 distinctive convenience features available with any of the three lines. Peninsular, corridor, L-shape, perimeter, and other practical floor plans show how Kitchen Maid units can be adapted to almost any residential requirement.

**Contact:** The Kitchen Maid Corp., Dept. SBS, Andrews, Ind.



### ACOUSTICAL TILE DISPLAY

This traffic-stopping floor display employs a life-like cardboard couple installing Forestone acoustical tile in true Do-It-Yourself fashion. The "people" are life-size, in natural color, and are adjustable for any showroom ceiling between 8' and 14'.

Forestone is a wood-fiber material with a fissured (instead of perforat-

ed) surface. This acoustical tile combines beauty with high sound absorption.

**Contact:** Simpson Logging Co., Dept. SBS, Shelton, Wash.

### TILE MOBILE

When hung from store ceiling or light fixture, this eye-catching mobile swings freely on its string and gives the public several sales messages.

Printed on colorful cards, the three-piece mobile proclaims such sales suggestions as "Decorate Now with Insulite Ceiling Tile" and "Sound Condition Your Home with Insulite Ceiling Tile."

**Contact:** Insulite, Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

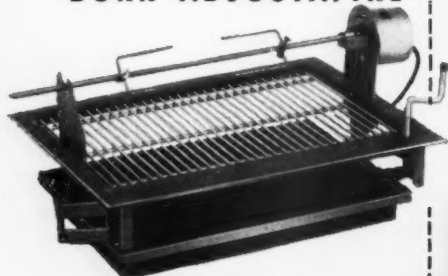


*for the best in barbecue cookery...*

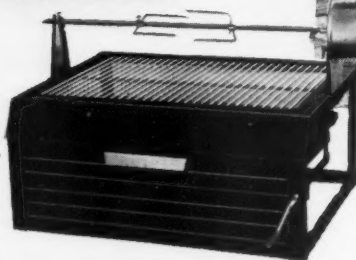
## BURR-SOUTHERN BUILT-IN BARBECUES

*Satisfy popular demand for smart styling, fine construction and flawless performance with Burr-Southern... the original built-in barbecue!*

### BURR ADJUSTAFIRE



Model A300, designed for pit-type installation. Adjustable firebox with stationary chromed grill. Black or bronze hammer-tone enamel. (Spit optional.)



*No installation required on these models... merely set into opening*



### BURR FIREPLACE ADJUSTAFIRE

A deluxe unit with stationary chromed steel grill and adjustable firebox... the preferred heat control for broiling or spit cookery. Designed for indoor or outdoor installation. Black or bronze hammer-tone enamel. (Spit optional.)

**BURR-SOUTHERN**  
CORP. OF CALIF.

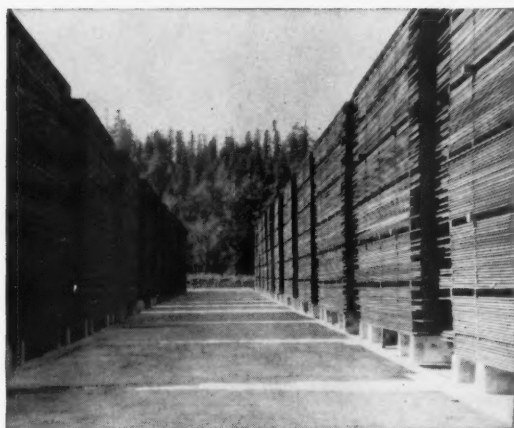
241 N. Allen, Pasadena, Calif.

DELIVERY MADE WITHIN 14 DAYS.

WRITE US FOR DETAILS. DEALER INQUIRIES INVITED.  
FREE BARBECUE PLANS ON REQUEST.



# Greatest freedom from shrinkage starts with Redwood itself—



Each unitized stack is made up of lumber in classifications according to green weight, and remains in the yard until moisture content reaches a specified range.



By the time lumber leaves the kiln, moisture has been pulled down to an average below equilibrium, and some surface moisture returned to stabilize equilibrium through each board.



See Sweet's Architectural File, or send coupon for your personal copy of this aid to redwood specification—and informative booklet "From Out of the Redwoods"

Specify the best in Redwood **PALCO®**  
**THE PACIFIC LUMBER COMPANY**

Since 1869 • Mills at Scotia, California

100 BUSH STREET  
 SAN FRANCISCO 4

35 E. WACKER DRIVE  
 CHICAGO 1

2185 HUNTINGTON DRIVE  
 SAN MARINO 9, CALIF.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

—but it takes these extra steps  
 in the manufacture of  
**PALCO Architectural Quality Redwood**  
 to bring out this natural advantage

Redwood has less shrinkage and swelling—greater dimensional stability than any other domestic commercial wood—if it is properly dried. Drying down to about 28% moisture content merely removes free water in the wood cell cavities. The cell walls are still saturated.

Shrinkage starts at about 28% and continues until the point of equilibrium with air is reached. Air drying alone won't achieve this goal.

PALCO Certified Dry Redwood provides three *extra* steps to assure proper humidity uniformly distributed through each board.

- 1 Selective air drying up to 24 months according to green weight, bringing *all* lumber to a specified humidity range before it enters the kiln. (See example chart below).
- 2 Controlled kiln drying, depending on condition and thickness, from 6 to 25 days at specified temperature progressively applied.
- 3 PALCO goes one step further. When the center of the board approaches moisture equilibrium, surfaces are too dry, and would be distorted by re-absorbing moisture from air. PALCO Redwood is therefore left in the kiln for a final *extra* process to rebuild surface moisture to atmospheric equilibrium—producing the most stable lumber known. This is one of many premium PALCO features—at no extra premium in cost—and you know it will stay in place.

EXAMPLE: Selective air drying schedule for 2" lumber

Classification	Average Green Weight	Approx. Air Drying Time
LIGHT	3 lbs./bd. ft.	9 to 12 months
MEDIUM	4½ lbs./bd. ft.	12 to 18 months
HEAVY	6 lbs./bd. ft.	18 to 24 months

L-701

## THE PACIFIC LUMBER COMPANY

100 Bush St., San Francisco 4, Calif.—Dept. SBS

Please send me without obligation:

- ☐ Reprint of Architectural File Bulletin outline specification data, PALCO Redwood patterns, sizes, grades, grains, etc.  
☐ "From Out of the Redwoods"—colorful booklet showing how PALCO Redwood and Redwood Products are produced.

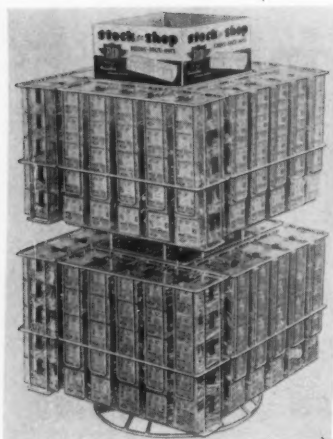
Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



### PACKAGED SCREWS

Large plastic boxes are brilliantly labeled in this rotating self-serve counter display. It simplifies selection of 40 different types and sizes of most-used wood and machine screws. The rack is 24" high and 24" diagonally.

The display selection of screws was based on a study of the most-sold sizes in other small package systems, in the lists of mail-order houses, and in the records of a

leading wholesale hardware firm. Other sales aids available include a counter card, window streamer, and a 12-page booklet suitable for use as a give-away or envelope stuffer.

**Contact:** Elco Tool and Screw Corp., Dept. SBS, 1800 Broadway, Rockford, Ill.

### SALES TRAINING FILM

The Wood Conversion Co. has produced "Chuck Woods — Go-Giver." This movie is concerned with the problem of helping the man behind the counter in a lumber yard increase the effectiveness of his sales techniques.

Actually filmed in a lumber yard, the 26-minute 16-mm sound movie deals with the problem of training personnel in proper customer relationships.

**Contact:** Wood Conversion Company, Dept. SBS, First National Bank Building, St. Paul 1, Minn.

### PLASTIC PIPE STAND

"Tell 'n' Sell Jr." is a combination floor display and dispensing reel said to boost plastic pipe sales by bringing it from the back room onto the sales floor.

An eye-catching target emblazoned in bright color on the stand says that "plastic pipe is the low-cost way to get cold water piping done." Offered with the stand are window banners, envelope stuffers, and ad mats.

**Contact:** Yardley Plastics Co., Dept. SBS, Columbus 6, Ohio.



### TRADE-MARKS UNITED

Two famous names in plywood and doors have been combined into one in the new brand label seen above. It unites in red and black the brand names of Simpson, which has been in business since 1895, with M & M, which has made and marketed wood products since 1905.

Simpson acquired the M & M Woodworking Co. last year. Now it is marketing fir and redwood plywood, plywood specialties, and flush and panel doors through a single source.

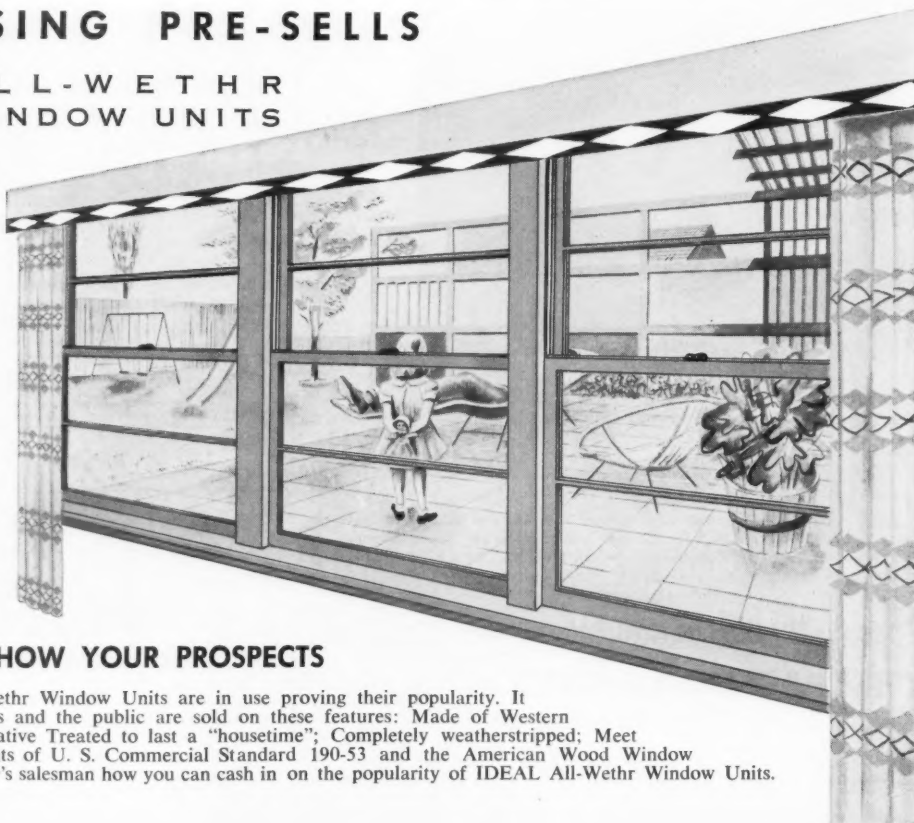
**Contact:** Simpson Logging Co., Dept. SBS, 2301 N. Columbia Boulevard, Portland 17, Ore.

## ADVERTISING PRE-SELLS



### ALL-WETHR WINDOW UNITS

Dealers don't need to spend much time selling their customers and prospects on the advantages of IDEAL All-Wethr Window Units. Home builders and the public know the name and the window as a result of years of extensive and consistent advertising. Thousands of dollars have been spent to pre-sell these top-quality windows.



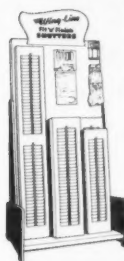
### FEATURES TO SHOW YOUR PROSPECTS

Over 1½ million All-Wethr Window Units are in use proving their popularity. It also proves that builders and the public are sold on these features: Made of Western Ponderosa Pine; Preservative Treated to last a "housetime"; Completely weatherstripped; Meet or exceed all requirements of U. S. Commercial Standard 190-53 and the American Wood Window Institute. Ask your jobber's salesman how you can cash in on the popularity of IDEAL All-Wethr Window Units.



## Wing-Line Fit 'n' Finish SHUTTERS

As more and more buyers are choosing interior shutters, the profitable line for dealers is proving to be Wing-Line Fit 'n' Finish. Any size of shutter installation for windows, doors, screens and room dividers, can be made from stock panels, ready to stain or paint. Complete hardware kits available.



### FREE SHUTTER DISPLAY

...with purchase of 20 most frequently used assortment Fit 'n' Finish shutter panels. Retail value of shutters and hardware kits \$146.75. Your cost only \$94.50, with this attractive "Sales Scenter" Display FREE. Complete instructions with each order. ORDER TODAY!

**The Sam A. Wing Company, Inc.**  
5035 Willis Ave. Dallas 6, Texas



## WHY S-B-S

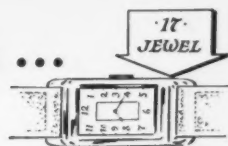
Suits Building  
Suppliers . . .

SAYS CHARLES FOLSOM, president of Bass and Co., Inc., building material wholesalers, Hopkinsville, Ky., with branch warehouses in Bowling Green, Erlanger, Owensboro, and Paducah, Ky.; Nashville, Tenn., and Columbus, Ga.:

*Our Bass managers often find new lines in the advertising and editorial pages of SOUTHERN BUILDING SUPPLIES. The news items and feature articles on dealers throughout the South help us to keep up with our customers and progress in the industry. We always read S-B-S.*

## Symbols of Excellence

In  
watches it's ...



In  
REDWOOD it's...



Redwood is a super-lumber for particular uses. NOYO brand is Redwood as its best. Modern milling facilities, sustained timber supply, finest workmanship make Union Lumber Company your dependable source of supply. When specifications call for Redwood—

- Certified Dry
- VG & FG Stock
- All Patterns
- Mouldings

—make sure your order reads "NOYO brand." Performance is backed by nearly three-quarters of a century's experience.

### MIXED CARS

Including all patterns  
—NOYO Bevel and Bungalow siding and finish.

## UNION LUMBER COMPANY

TREE FARMERS AND  
MANUFACTURERS

**FORT BRAGG  
CALIFORNIA**

**San Francisco  
Los Angeles  
Park Ridge, Ill.  
New York**

SALES REPRESENTATIVES  
THROUGHOUT THE NATION

*Member California Redwood Association*



## Dixie Sash and Door Jobbers to Hear Creden, Dickerman

MEMBERS of the Southern Sash and Door Jobbers Assn. will gather from 19 states, June 10-11, to attend their 22nd annual meeting at the Hotel Peabody in Memphis, Tenn. The program features four major speakers on the market outlook and materials merchandising opportunities.

This quartet of speakers will include Phil Creden, Don Moore, D. K. Kelley, and John M. Dickerman.

Dickerman is the executive director of the National Assn. of Home Builders, with Washington, D. C., headquarters. He will speak at the men's luncheon Monday at 12:30 p.m.

Kelley is the Memphis district manager of Dun & Bradstreet, Inc. He and Moore and Creden will speak at the open business session Monday morning.

Don Moore (no connection with the editor of this magazine) is the new managing director of OPERATION HOME IMPROVEMENT. From New York City headquarters he is spearheading the drive for all-out merchandising of home modernization and repairs.

Creden is the merchandising manager of the Edward Hines Lumber

Co., Chicago's largest retailer (and wholesaler) of building materials. Creden served as general chairman for the first three Building Products Expositions sponsored by the National Retail Lumber Dealers Assn., in New York City, Cleveland and Chicago.

The Monday afternoon session will be in the form of a jobber workshop. Three panel discussions will be held on expense control, credit control and sales training programs.

Participating in the "expense control" panel will be J. R. Druhan of the McPhillips Manufacturing Co., Mobile; Manuel F. Harris of Wm. Cameron & Co., Wholesale, Waco; and B. J. Wheless of the Allen Millwork Manufacturing Co., Shreveport.

The panel on "credit control" will consist of Joe Davidson of the Davidson Sash and Door Co., Lake Charles, La.; Charles E. Hughes of the Southern Sash and Door Co., Greenville, S. C.; and Carlton Wyche of Wyche & Co., Dallas.

Explaining their sales-training methods and philosophies will be Ted Armstrong of the Huttig Sash and Door Co., St. Louis; D. K. Covington Jr. of the Harbor Sales Co.,

Inc., Baltimore, and W. Horace Woods of Geo. C. Vaughan & Sons, Houston.

The Sunday program will consist of meetings of committees and the board of directors, and a refreshment hour.

The annual membership meeting will be held Tuesday morning. A men's luncheon will follow. A meeting of the new board of directors will bring the convention to a close.

A luncheon-bridge has been scheduled for the members' wives and ladies Monday at 12:30 p.m. A coffee-brunch will bring them together again Tuesday at 10:30 a.m., while the men are settling SSDJA business matters.

## Huttig Has Large New Plant in Columbus, Ohio

The Huttig Sash and Door Co. is now using a new plant in Columbus, Ohio, to fabricate windows and other products, and to warehouse materials for its dealer customers in the area. This is the only one of Huttig's 13 branches not located

## A dependable source of superior redwood...the CRA mills.

The following mills produce and ship  
'CRA Certified DRY' redwood

**CALIFORNIA  
REDWOOD**

**ARCATA REDWOOD COMPANY**  
P. O. Box 218, Arcata, California

**HAMMOND-CALIFORNIA REDWOOD CO.**  
417 Montgomery St., San Francisco 6, California

**HOLLOW TREE REDWOOD COMPANY**  
P. O. Box 178, Ukiah, California

**HOLMES EUREKA LUMBER COMPANY**  
Redwood Sales Company, Eastern Distributor  
1430 Russ Building, San Francisco 4, California

**THE PACIFIC LUMBER COMPANY**  
100 Bush Street, San Francisco 4, California

**THE PACIFIC COAST COMPANY**  
P. O. Box 611, Willits, California

**SIMPSON REDWOOD COMPANY**  
3100 Russ Building, San Francisco 4, California

**UNION LUMBER COMPANY**  
620 Market Street, San Francisco 4, California

**WILLITS REDWOOD PRODUCTS COMPANY**  
Hobbs-Wall Lumber Company, Sales Agent  
405 Montgomery St., San Francisco 4, California

**CALIFORNIA REDWOOD ASSOCIATION**  
576 Sacramento Street • San Francisco 11, California





# Providing More Light for Modern Living...



Brighter homes mean happier homes . . . a sound reason why Vent-A-Wall and Lif-T-Lox ROW wood window units are the preferred buys for maximum light, full ventilation and long life. These nationally advertised window units are ideal for remodeling or for new construction . . . and the "Do it Yourself" man likes them for their ease of painting and installation.



The increasing use of color inside the homes of today demands the full benefits of daylight for maximum beauty and brighter living. Vent-A-Wall and Lif-T-Lox ROW units combine the beauty of wood with maximum light areas for harmonious blending with all modern home designs. In addition, their removable features reduce breakage during construction.



Other products of  
MW Distributors include a wide variety  
of quality building materials and supplies

**ASK ABOUT OUR MERCHANDISING PLAN TODAY!**

in the South and Southwest.

The one-floor building contains 60,000 square feet of floor space. It has long-span steel trusses which provide floor areas with a minimum of column supports.

Ernest McClannan is regional vice-president and manager of the Columbus plant for Huttig. He succeeded Ted Armstrong as branch manager in 1947. Armstrong is now Huttig's vice-president and general sales manager at St. Louis headquarters.

## STRICTLY WHOLESALE

ATLANTA, GA.: Frank Falligant has been transferred from Savannah to Atlanta as metropolitan area salesman by the **Atlanta Oak Flooring Co.** He has been succeeded by J. D. Martin, AOF's former Chattanooga warehouse manager, who recently had been with the Long Leaf Lumber Co., Atlanta. Martin will headquarter in Dublin. Marion Brown has returned to Atlanta Oak Flooring after short service with the Westwood Sales Co. He replaced John Harper as an Atlanta salesman. Harper now represents AOF out of Orlando, Fla. . . . The complete Homasote line of building products and accessories has been taken on by the Atlanta, Chattanooga, Charlotte, and Raleigh warehouses of the Atlanta Oak Floor Co.

HOUSTON, TEX.: Thad Plummer has been named manager of the newly-formed glass and glazing division of the **Buie Building Material Co.** here. He was formerly vice-president and sales manager of the Midwestern Mirror and Glass Co. of Wichita, Kan.

WASHINGTON, D. C.: A seven-alarm fire heavily damaged the **Johnson & Wimsatt Lumber Yard** of 901 Maine Ave., S. W.

SAN ANTONIO, TEX.: **U. S. Plywood Corp.** has appointed Melvin M. Speil manager of branch operations in San Antonio, Corpus Christi, Austin, and Harlingen. Headquarters are 435 Sequin Street here.

MEMPHIS, TENN.: Frank S. Owen has been appointed assistant manager of the **Arkmo Lumber Co.** here. Owen has been in the retail lumber field for 11 years.

GRAND PRAIRIE, TEX.: **Texas Plywood & Lumber Co., Inc.**, has added a complete line of white ash molding, paneling, doors, lumber, and plywood to its other varieties of wood.

ATLANTA, GA.: David Freeman now serves as manager of the West

Coast material department of **Associated Distributors.** He formerly was an AD outside salesman. Replacing him in the territory is Paschall Price, formerly with the Johnson Building Supply Co. in Washington, Ga. Freeman formerly was with the Baxter Lumber Co. in Atlanta. His AD department specializes in mixed-car service for dealers on West Coast lumber, plywood, moldings, and millwork.

RADFORD, VA.: The **Stevens Supply Corp.** has been named a wholesale distributor of Byers wrought iron pipe.

TAMPA, FLA.: Harry Noim of the **Tampa Wholesale Plumbing Supply Co.** took first place in a salesmanship contest conducted by the Tait Manufacturing Co. of Dayton, Ohio. Noim will receive nearly a thousand dollars worth of prizes.

MIAMI, FLA.: **Howard C. Black,** of 7440 N. W. 26th Avenue, has been chosen by the General Tire & Rubber Co. to distribute General's Bolta-Floor vinyl tile, roll goods and accessories.

### Owen Manages Curtis Branch in Charlotte



CURTIS COMPANIES, INC., manufacturers of Curtis woodwork and Silentite windows, this month are opening a new distributing center and warehouse in Charlotte, N. C., at 324 North College Street. From this new branch, Curtis will serve dealers in North Carolina and southern Virginia.

The new Charlotte Division will be managed by H. N. Owen, above. He was transferred to Charlotte from Clinton, Iowa, the home office of Curtis, which firm was founded in 1866. Until recently, Owen served



P. D. (DOUG) KELLY has joined the sales staff of the **Roseburg Lumber Co.** of Roseburg, Ore. From headquarters in Dallas, Tex., he will cover Arkansas, Oklahoma, Missouri, Kansas, Louisiana, and Texas. Although formerly with Roseburg, Kelly most recently had been associated with Simpson and with Northwest Door. E. P. Cunningham will concentrate his Roseburg sales efforts in Alabama, Georgia, Florida, North Carolina and South Carolina.

as manager of the Clinton Division. He also has managed the Curtis Division at Sioux City, Iowa, and has managed Curtis sales in their Chicago Division.

Curtis formerly served this area from factories in the Middle West. Their products have been sold in the South for many years.

### Harbor Plywood Has New Dallas Warehouse

The Harbor Plywood Corp. of Aberdeen, Wash., has opened a new sales warehouse in a 16,000-square-foot brick building in the Brook Hollow industrial district of Dallas, Tex.

The Dallas warehouse, at 8600 Sovereign Row in Brook Hollow, is managed by George E. Carnahan, who moved to Dallas from Harbor Plywood's warehouse in Los Angeles. The Dallas plant will serve jobbers and dealers in the northern half of Texas, in Oklahoma, and parts of Arkansas.

Harbor Plywood distributes all types of its plywood nationally through 30 similar outlets, including another Texas warehouse in Houston.

# GET THE RIGHT PROFIT

WITH

## LASCOLITE

## FIBER GLASS PANELS

HERE'S WHY NATIONWIDE LASCOLITE DISTRIBUTORS

# SELL MORE — PROFIT MORE...

**1. LASCOLITE** is manufactured by Lynch Asbestos Company —one of the four companies who make their own glass mat— a **PRIME factor** in fiber glass panels.

- Lynch purchases all raw materials in quantity for maximum discount—a saving that is passed on to the distributor.
- Lascolite is available in seven panel shapes and two standard thicknesses, creating a panel for all residential or industrial uses.

**2. TOP QUALITY**—improved techniques by skilled chemists and engineers make LASCOLITE Panels a top-quality, **UNIFORM** product guaranteeing satisfaction from home owner to dealer to distributor.

**3. QUICK DELIVERY**—LASCOLITE is manufactured and stocked in all popular shapes and sizes and in all quick selling colors. LASCOLITE is packaged and ready for immediate shipment in any quantity anywhere in the United States.

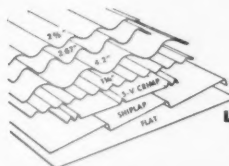
**4. SPECIAL SIZES AND COLORS** are made in our own plant to satisfy every possible sale.

**SEND COUPON**—For your free LASCOLITE DISTRIBUTOR KIT containing the following helpful items:

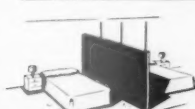
- Price List
- Complete listing of fiber-glass panels in all sizes, colors, thicknesses, etc.
- Convenient order forms.
- A suggested order for the right quantity of LASCOLITE based on popularity of each size and color.
- Sample folders available for distributor and dealer use.
- Additional dealer aids.

**LYNCH ASBESTOS COMPANY**

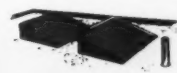
2939 South Sunol Drive, Los Angeles 23, California



seven  
standard shapes  
provide a  
LASCOLITE panel  
for every need



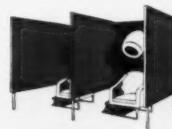
Room Dividers



Skylights



Awnings



Partitions

**EVERYTHING TO MINIMIZE WORK AND HANDLING  
• EVERYTHING FOR MAXIMUM PROFIT •**

**LYNCH ASBESTOS COMPANY** (Manufacturers since 1947)  
2939 So. Sunol Drive • Dept. SD-1 • Los Angeles 23, California  
Please send LASCOLITE DISTRIBUTOR KIT without cost or obligation. ☐

Name

Firm

Address

City  State



☐ TELEGRAM ☐

**ATTENTION: Distributors**  
franchises Now available  
in Choice territories...  
**RAYNOR Overhead Doors**

**three big Reasons Why**  
**it's so profitable to be**  
**a RAYNOR distributor**

**1 A COMPLETE LINE OF QUALITY DOORS**



Residential

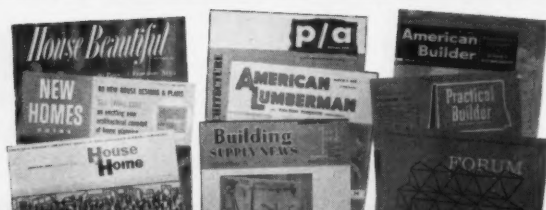


Commercial



Industrial

**2 STRONG NATIONAL ADVERTISING SUPPORT**



**3 FREE POINT-OF-SALE DEALER AIDS—**  
**FREE ENGINEERING COUNSEL**



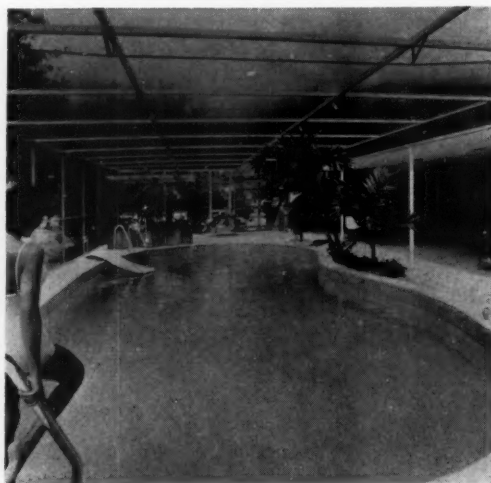
**Write or Wire for Complete Information**

**RAYNOR Manufacturing Company**

Dept. SB-1

Dixon, Illinois

**WHAT'S NEW**  
**in Building Trends**



**Florida Builder Exalts Fiber-glass**

A veritable house of glass has been erected at South Miami by Florida Builder Gerald E. Hall. Every room in the \$55,000 house, patio included, features Fiber-glass products. The 40' x 75' patio adjoins a 17' x 36' pool enclosed by Fiberglass screening. Chairs and tabletops in the patio areas are of Fiberglass-reinforced plastic. Neither sun nor rain can impair their sparkling colors. And overhead light fixtures wear shades of fiber-glass.

The den beside the pool is sound-conditioned by a fiber-glass acoustical tile ceiling. The tiles are a marble pattern in neutral gray. At the far end of the pool is a dining area, protected from rain and sun by Fiberglass ceiling light diffusers. These rigid translucent sheets, which hang just under the screening, are impregnated with delicate butterfly patterns for a charming effect.

Completely modern G-E kitchen appliances are insulated with fiber-glass. Even the body of the kitchen's electric can opener is of Fiberglass reinforced plastic, and every mile of wire in the house is insulated by fiber-glass sheathing.

**Glaze Spray Gives Tile Effects**

Vitricon is a newly-developed concrete finish that sprays on and glazes like tile. When applied to the surface of a concrete block base, it takes on a tile-like appearance, yet costs less than one-half the estimated price of a comparable tile job.

Unlike a coating of paint, the initial cost for the Vitricon finish can be expected to be the final cost, since no restoration thereafter is said to be required. The process is now available in unlimited color combinations.

Low-pressure spray equipment, similar to that for



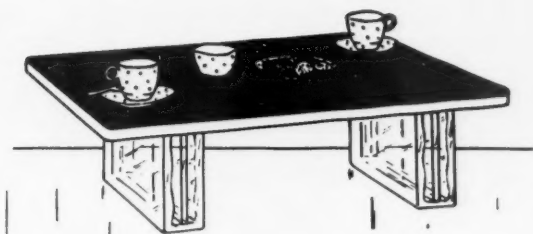
paint, is used to apply the thin (about 1/16") durable finish. Experienced crews, operating under Vitricon franchise, do the job. A surface glaze forms upon application; usable hardness is reached within a few hours; and maximum toughness within a month.

The cold-glazed concrete finish bonds intimately with the underlying material, whether concrete, brick, stucco, or plaster. Properly applied, the finish is said to be shock resistant, non-staining, unaffected by common corrosives or caustics, and non-fading.

### Glass-Block Table Has Modern Look

An ultra-modern coffee table can be made of two glass building blocks and a specially-designed top that's easily constructed. Features are the table's demountability, its separate tray top, and low cost.

Materials to sell for making this table include glass blocks, 4" wide and 1' square; 1x2's for framing the top; 1/2" tempered hardboard surfaces, wood or metal molding, corrugated fasteners to join framing members, and finishing material.



The framework is 3' long and 18" wide, having one crosspiece running lengthwise through the center. Both sides are covered with smooth tempered board, using glue and clamps to make a firm bond. The molding is then attached around edges.

After positioning the top on the blocks, the outline of the blocks is marked on the underside of the top. The quarter-round wood molding is then glued to form an upside-down fence to keep the top in position on the legs.

The coffee table may be finished by priming the top and painting it any desired color.

### Case for "Operative Remodeling"

"Operative Remodeling" is the title of a practical textbook that has been published by the United States Gypsum Company, Chicago, Ill. It defines "Operative Remodeling" as a business in which a builder buys an older home, remodels and modernizes it, and then offers it for sale. The book outlines the elements of the operative remodeling business, and points out the pitfalls and correct procedures. It has been distributed widely to builders.

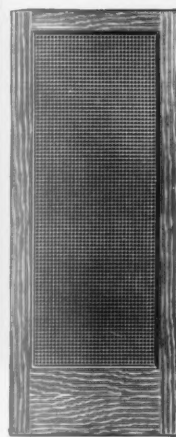
"Operative Remodeling" outlines just how a builder should organize his firm to profit from this new market. It calls for four kinds of talent — buying and estimating, practicing architect, construction know-how, and financial and sales management. Specific problems in modernizing — construction, heating, wiring, and plumbing — are covered in separate chapters.

Thinking about Screen Doors, Window Screens and Similar Products?

For a Complete Line,  
Specify . . .



**N-400G** Four-light Ponderosa Pine Combination Door. Eight-light style also available.



**N-312BW** Ponderosa Pine with Bronze Wire Cloth.

**N-537AWF** Douglas Fir with Aluminum Wire Cloth.



**W**ANT ONE SOURCE of supply for all your Screen Doors and similar items? Then check with the . . . **NATIONAL SCREEN COMPANY, SUFFOLK, VIRGINIA.** Screen Doors are available in a variety of popular styles. Take your choice of 1 1/8" Ponderosa Pine, 1 1/8" Douglas Fir or 7/8" Southern Yellow Pine and Aluminum, Bronze or Galvanized Wire Cloth. Also available in various finishes and with several types of grills. Combination Doors are available in both 1 1/8" Ponderosa Pine or heavy-duty extruded Aluminum. Plus a full line of similar products. See the complete list below.

The Complete **NATIONAL** Line offers all these products from one supplier:

- SCREEN DOORS
- WINDOW SCREENS
- COMBINATION DOORS
- WINDOW VENTILATORS
- KD SCREEN FRAMES
- STORM SASH
- STATIONARY SLAT BLINDS
- MOULDINGS AND OTHER ITEMS

ASK YOUR JOBBER OR WRITE FOR OUR CATALOG TODAY!

**NATIONAL SCREEN COMPANY**  
SUFFOLK, VIRGINIA

# Why Weyerhaeuser Yard Stocks Open the Way to Increased Dealer Sales

**EXTRA BUSINESS**—You can sell more because you have more to sell... when you use the Weyerhaeuser Distributing Yard stocks of lumber and building materials as your inventory. Draw upon these warehouse supplies to handle extra business... and to cut inventory costs, cut handling costs.

**SALES LEADERS**—Wood panelings... decorative plywoods... particle board... the famous brand-name building materials shown at right... these can be your sales leaders! Use them to attract business and let Weyerhaeuser carry the inventory.

**KEY TO PROFITS**—Dealers know that profits result from mark-up times turnover. Multiply your turnover and increase your profits by drawing on these broad wholesale stocks of quality lumber and other basic building materials. Tie up less of your

own capital and reduce your operating costs to build profits.

**FAST SERVICE**—Your trucks move quickly in and out of this new Weyerhaeuser Distributing Yard. Truck-height loading docks with automatic platform levelers... modern lift trucks... specially-designed end-loaders for fast handling of unitized lumber that costs you less... abundant hard-surfaced area for easy maneuvering of trucks. These all add up to faster service.

**QUALITY LUMBER**—The Louisville yard's diversified stocks of Weyerhaeuser 4-Square kiln-dried... America's best known lumber... include both uppers and commons in many west coast and inland species. Long lengths and small timbers, too. Use this yard as your one-stop source of first-choice building materials for fast turnover, greater sales, and increased profits.

WHOLESALE STOCKS OF FIRST CHOICE MATERIALS  
FOR SALE THROUGH RETAIL LUMBER DEALERS

## CROSSROADS LOCATION...

1360 Durrett Lane,  
at Watterson Expressway,  
5 blocks east of  
Preston Highway  
(Kentucky Turnpike)

**Weyerhaeuser**  
Louisville Distributing Yard  
WEYERHAEUSER SALES COMPANY  
TELEPHONE: EMerson 8-3331

## First Choice

Building Materials Stocked  
for Your Convenience

**WEYERHAEUSER**

**4-SQUARE**\*

Lumber and Building Products

Andersen Windowalls\*



Complete Wood Window Units

**Nu-Wood**\*

Insulation Board Products

**Balsam-Wool**\*

Sealed Insulation



**KOLORITE**\*

Factory-Coated Shakes and Shingles

\*T. M. Reg.



## Have this timely information at your finger tips . . . it's free!

Structures built with pressure-creosoted materials are becoming increasingly popular. No doubt many of your customers are anxious to know where they can get actual working plans that will enable them to build these structures themselves. Therefore, three booklets have been prepared by United States Steel—one that covers 15 Central States, one for 14 Southern States, and one for Northeastern States.

These illustrated booklets describe many types of farm and ranch structures popular in these respective regions. They also list the addresses of Extension Services where your customers can obtain building plans at a nominal price. Each booklet tells why it pays to use pressure-creosoted poles, posts and lumber . . . gives special emphasis to pole-type construction. Send for a set of free booklets. It's a sales aid you should have.



Agricultural Extension  
United States Steel Corporation  
525 William Penn Place  
Pittsburgh 30, Pennsylvania

Please send me a set of free booklets  
titled—"Where to get plans for ranch and  
farm structures."

Name .....

Address .....

City ..... State .....

UNITED STATES STEEL

# HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "lifetime" products—

## CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:

POSTS • POLES • PILING  
LUMBER • CROSS ARMS • TIES  
**WOLMANIZED® DOUGLAS FIR LUMBER**  
UNTREATED FABRICATED TRUSSES

629 W. Bldg.  
Houston, Texas  
209 Philidor Bldg.  
Dallas, Texas  
P. O. Box 192  
DeRidder, La.

410 T&P Pass.  
Station Bldg.  
Ft. Worth, Texas  
415 New Moore Bldg.  
San Antonio, Texas  
Leonhardt Bldg.  
Okla. City, Okla.



There Is No Substitute  
For The L-B Brand

INTERNATIONAL PAPER COMPANY  
**Long-Bell**  
DIVISION  
KANSAS CITY, MO. • LONGVIEW, WASH.

## INCENTIVE PLAN

(Continued from page 49)

hours earned over a given eight-hour day net him added 'bonus pay.' But we still pay him his base rate when he works below the 100-per-cent efficiency level for the week."

Weed said that all National Woodworks plant employees are constantly reminded that no work is needed until a sale is made, for "the amount of production needed is determined by the sales orders and anticipated sales for a given period. With our cost system we can determine the labor hours for all production in advance."

"In our experience at National Woodworks," Weed asserted, "the key to successful woodwork manufacturing is the teaming of a good standards engineer, machining and assembly foremen, office employees and production workers properly trained to do the job the way you have engineered it to produce a quality product."

Other keys that have turned this Incentive Pay Plan into a good deal for both employer and employees have been the use of a well-planned set of record forms, woodworking machines matched to the job, and good working conditions. The latter include ample fluorescent light and heat in the enlarged plant, snack center, and adequate rest-rooms.

Headed by Sales Manager Bill Gaston, the NW sales department is most happy over the incentive and quality control programs. They help him to sell sufficient units at stable prices to keep the plant busy.

With an engineered line of woodwork products, controlled as to cost and quality, National Woodworks have proven the role for a manufacturing jobber who distributes exclusively through the building material dealers and distributors.

## NAWLA ACTION

(Continued from page 52)

National Retail Lumber Dealers Assn. in opposition to the proposed freight-rate increases.

Following a resolution at its last

annual meeting, NAWLA continues to appear before the House Ways and Means Committee urging removal of the 3% transportation tax on freight.

Counsel of the National-American has registered opposition to Senate Bill No. 11 intended to amend the Robinson-Patman Act.

The National-American continues to request of the House Ways and Means Committee a revision of the cooperative tax laws. Explains Darling: "Taxpaying wholesalers are certainly at a disadvantage when they attempt to compete with tax-free competitors, such as cooperatives and so-called cooperatives. A free economy is based on fair competition. There can be no fair competition when a certain group of business organizations is exempt from taxes."

The report on NAWLA's 1956 calendar-year wholesale cost survey will be made at the Bretton Woods annual meeting this month.

## SWLA PROGRAM

(Continued from page 52)

Current SWLA officers are: Thomas W. Estes, president, Nashville, Tenn.; Earl Raiford, 1st vice-president, Asheville, N. C.; Thomas A. Charshee, 2nd vice-president, Baltimore, Md.; W. C. Smith, secretary-treasurer, Montgomery, Ala.; and Robert F. Darrah, executive vice-president.

The Southern Wholesale Lumber Association offices are in the McMillan Bank Building, Livingston, Ala.



"But, boss, I thought if I put all the bolts in one drawer, we could save a lot of space!"



# MANUFACTURER NEWS

FULLERTON, CALIF.: Martin James Conley has been named assistant sales manager of **Arcadia Metal Products** here. He will also have supervision of the company's advertising, sales promotion, and merchandising program.

CHICAGO, ILL.: **The Thor Power Tool Co.** has elected James A. Lind financial vice-president, and John F. Corkery public relations vice-president.

HOUSTON, TEX.: **The Thor Power Tool Co.** has moved its branch office here to larger quarters at 5503 Lawndale Avenue. R. F. Caslin is branch manager.

ST. JOSEPH, MICH.: **The Whirlpool Corp.** has formed the Appliance Buyers Credit Corp., a finance company to be owned by Whirlpool. Officers of the new company are: Mason Smith, chairman of the board; Robert Finch, president; Walter A. Holt, vice-president and treasurer; and Bartley R. Moore, secretary.

NEW YORK, N. Y.: Charles E. Daniel has been elected to the board of directors of the **Georgia-Pacific Corp.** Founder of the Daniel Construction Co. in Greenville, S. C., Daniel has long been prominent in the construction industry.

DETROIT, MICH.: Robert L. Plasko has joined the Hupp Division of the **Hupp Corp.** as sales engineer for the Globe line of plumbing, heating, air-conditioning, and sprinkler supplies.

HOLLYWOOD, FLA.: **Florida Windows, Inc.**, was elected to membership in the Aluminum Window Manufacturers Assn. at its recent meeting in Dallas, Tex.

HOUSTON, TEX.: Frank E. Diekneite has been appointed district sales manager for the **Granco Steel Products Co.'s** new office here. His office will be at 4101 San Jacinto.

DENVER, COLO.: S. J. McCarthy has been elected vice-president of the **Clad-Rex Corp.** here. He will have charge of the development of the company's building products and will establish a nation-wide distribution organization.

AKRON, OHIO: John E. Haupt has been appointed a flooring representative for the **General Tire & Rubber Co.** He will supervise sales in a territory including parts of Kentucky and Missouri.

MIAMI, FLA.: Gates Ferguson has been appointed vice-president in



**RICHARD W. BROWN** was recently appointed vice-president in charge of manufacturing for the **Seidlitz Paint & Varnish Co.** of Kansas City, Mo. Brown will be in charge of all plant operations and personnel, laboratory staffs, and Seidlitz research and technical programs. A Kansas City native, he has been associated with Midwest paint manufacturers for 30 years.

charge of advertising, sales promotion, and public relations for the **International Architects Bureau of Building Products** at the DuPont Plaza Center here. For the past 12 years, Ferguson held the same post in the Celotex Corp. Ferguson previously was an advertising and public relations official for B. F. Goodrich and the International Telephone & Telegraph Corp.

OKLAHOMA CITY, OKLA.: **Macklanburg-Duncan Co.**, manufacturers of building specialties, has appointed Robert Hornsby sales representative for the entire state of Louisiana. He has had nine years of retail sales and managerial experience.

TACOMA, WASH.: **The Douglas Fir Plywood Assn.** has announced appointments to four newly-created posts on the staff of its **engineering-research laboratory** here. The appointments are: DeForest Matteson, engineering services editor; Daniel H. Brown, engineer-analyst; Joseph L. Leitzinger, technical information specialist; and Walter Boyden, testing engineer.

NEW YORK, N. Y.: Edmund D. Lutz has been appointed Northeastern district manager for **Goodyear Tire & Rubber Co.'s Films & Flooring Division**. His territory will include Washington, D. C.

COLUMBUS, OHIO: William R. Hite has been appointed manager of sales promotion for the **Yardley Plastics Co.** here.

TRENTON, N. J.: Fred Schollenberger has been elected vice-president of the **Skillman Hardware Manufacturing Co.** here. He was previously director of the firm's contract and industrial sales department.

NEW ORLEANS, LA.: Fred Manget Jr. has been appointed manager of the **Trane Co.** sales office here. He succeeds William D. Graham Sr., who has retired.

MANSFIELD, OHIO: Paul I. Berno has been elected a vice-president of the **Tappan Stove Co.** He previously held the position of treasurer.

PARSONS, KANS.: The **Wilson Brothers Walnut Lumber Co.** has purchased a metal building from the Central States Insulation Co. here for use in the production of finished cabinet lumber.

ARCADEPHIA, ARK.: Construction has begun here on the **Tectum Corp.'s** new \$1,250,000 plant for the manufacture of building boards.

ANNISTON, ALA.: **The National Gypsum Co.** has recently completed a multi-million-dollar plant here. It contains 155,000 sq. ft. of floor space.

MIAMI, FLA.: David L. Ringo has been elected to the board of directors of the **American Screen Products Co.** He is president of the Newport & Covington Transportation Co., Newport, Ky.

HARRISON, N. J.: Walther H. Feldman has been elected president of the **Worthington Corp.** He succeeds Edwin J. Schwanhauser, who is now vice-chairman of the board. Feldman has been with Worthington since 1944.

GRENADA, MISS.: Lawrence C. Dugan has been promoted to the position of manager of the **Binswanger Mirror Co.** here. He has been with Binswanger since 1945, recently as plant foreman.

CHICAGO, ILL.: Dr. E. Hognestad has been appointed technical director of the **Marquette Cement Manufacturing Co.** He was formerly manager of the structural develop-

window

# facts you can turn into profits



Send  
for this new  
Free  
Booklet!

Today—home buyers want quality and more builders are becoming quality conscious. Wise dealers are offering quality products! Read how you can increase your sales to builders and make more money by selling the best double-hung wood windows... those equipped with Zegers Dura-seal, the highest quality metal weatherstrip and sash balance. Read how national advertising and local promotion works for you to make Dura-seal equipped windows one of the most wanted mill-work items. Facts and features are all explained in a new booklet just off the press. Be sure to send for your copy of "Today—Quality Sells the Home Buyer." Clip the coupon now!

## ZEGERS

*Dura-seal*

COMBINATION METAL WEATHERSTRIP & SASH BALANCE

LOOK FOR THE NAME ON  
THE METAL WEATHERSTRIP  
OR WINDOW GLASS STICKER



**ZEGERS, Incorporated**  
8090 South Chicago Avenue, Chicago 17, Illinois

Send new booklet, "Today—  
Quality Sells the Home Buyer"

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

ment section of the Portland Cement Association and is an internationally recognized authority on structural uses of concrete. He succeeds Vice-President C. E. Wuerpel who now assumes general administrative duties.

NEW BRITAIN, CONN.: Robert M. Cruise and Richard G. Edwards have been named vice-presidents of the **American Hardware Corp.** Cruise will direct all sales activities of the Corbin Cabinet Lock Division, of which he was previously general sales manager. Edwards recently joined the corporation as director of marketing and is responsible for marketing, public relations, advertising, and market research in his new position.

LONSDALE, R. I.: Charles E. Trapp has been appointed head of the newly-formed sales promotion department of **Glas-Kraft, Inc.** Trapp is a veteran advertising man.

PHILADELPHIA, PENN.: Hunt Truck Sales and Service Co. has been named exclusive distributor for **Yale** industrial lift trucks in central and south Florida. Hunt offices are located at 211 S. Tampa Street in Tampa, and 2155 N. W. 26th Street in Miami.

DETROIT, MICH.: Reed C. Montroy has been appointed manufacturing manager of the **Steel Door Corp.**'s plants in Birmingham, Mich.; Atlanta, Ga.; and Wingham, Ontario, Canada. Formerly director of purchasing, Montroy has been with Steel Door for five years.

KANSAS CITY, KAN.: **Symons Clamp & Manufacturing Co.** has opened a new warehouse here at 64 Kansas Avenue. The 10,000 sq. ft. building will serve Symons customers in Kansas, Nebraska, and S. Dakota.

CINCINNATI, OHIO: Color stylist Howard Ketcham has been retained by the **Philip Carey Manufacturing Co.** Ketcham is president of Howard Ketcham, Inc., a consulting firm which has been specializing in color, design, and illumination engineering for 30 years.

PASADENA, CALIF.: Jim Cox has been appointed district manager for the Central Southern states by the **Holly-General Co.**, a division of the Siegler Corp. Headquarters have been established at 201 S. Calhoun Street in Fort Worth, Tex.

PITTSBURGH, PA.: Frederick F. Rhue has been appointed administrative assistant to the vice-president in the paint and brush division of the **Pittsburgh Plate Glass Co.** With the company since 1948, he has served in various administrative and managerial positions.

CHICAGO, ILL.: William A. Smith has been appointed Eastern regional



A. M. BELLSNYDER has been appointed sales representative in the Birmingham, Ala., area by the **Lloyd A. Fry Roofing Co.** A resident of Birmingham, Bellsnyder formerly was a salesman for the Southern States Iron Roofing Co.

manager of the **Ceco Steel Products Corp.** A former manager of the Atlanta district, his new responsibilities reach as far South as Charlotte, N. C.

CLEVELAND, OHIO: **The Glidden Co.** has announced plans to restore approximately two-thirds of its fire-damaged paint plant here. The burned buildings will be completely modernized and re-equipped for capacity production with safety and fire protection.

ST. LOUIS, MO.: **Pryne & Co., Inc.**, manufacturer of electric exhaust ventilators, recessed lighting fixtures, and electric heaters, has become a wholly-owned subsidiary of the **Emerson Electric Manufacturing Co.** of St. Louis.

## Acoustical Assn. Officers

Lyle F. Yerges was re-elected president of the Acoustical Materials Assn. at the spring meeting in Cleveland. He is manager of industrial product development for the U. S. Gypsum Co., Chicago.

Paul J. Washburn, Johns-Manville Sales Corp., New York City, was re-elected vice-president. Wallace Waterfall, New York City, was re-appointed secretary-treasurer.

Yerges has long been active in AMA. He is also active in the American Society of Testing Materials, the American Standards Association, and the National Noise Abatement Council.

## Dierks Boom Town Display Set for Oklahoma Fair

Dierks Forests, Inc., will have prominent space in the "Boom Town" being built on the Oklahoma Fair Grounds in Oklahoma City in connection with the Oklahoma Semi-Centennial Exposition, June 14 through July 7.

Dierks's 30' x 30' building will be listed as The Boom Town Lumber Yard. Products manufactured at the Broken Bow and Wright City mills and forestry specimens will be displayed there.

Another feature of the exhibit will be a model of a ranch-type house, with specimens of the Dierks products which would be used in its construction.

A space will be reserved in the exhibit for use by Oklahoma retail lumber dealers.

## Frederick K. Trask Jr. Heads Lumber Fabricators



FREDERICK K. TRASK JR., above, has been elected president of Lumber Fabricators, Inc., Fort Payne, Ala., large manufacturer of factory-built homes. He is managing partner of Payson & Trask, New York venture capital firm.

Thornton E. Stokes, former president, will continue as consultant to the president. M. O. (Gus) Gustafson, formerly executive vice-president of the Thyer Manufacturing Corp., is marketing vice-president. Paul F. Schnabel is financial vice-president.

Assuming the presidency, Trask announced that Lumber Fabricators will introduce a new line of homes. They also will set up a department of merchant builder sales and a program of sales recruiting and training.

# DANT & RUSSELL, INC.

## PACIFIC COAST FOREST PRODUCTS

RAIL AND WATER • DOMESTIC AND EXPORT

### RAIL TRANSITS

Douglas Fir	Dimensions
White Fir	Plank and Timbers
Inland Fir and Larch	Studs
Western Hemlock	Shiplap and Boards
Ponderosa Pine	Shop and Factory Lumber
Sugar Pine	Industrial Items
Engelmann Spruce	Mining Timbers
Western White Spruce	Paneling and Uppers
Sitka Spruce	Gutters
Port Orford Cedar	•
Western Red Cedar	Mouldings and Millwork
Incense Cedar	Window and Door Frames
Redwood	Cut Stock
•	•

### DOUGLAS FIR PLYWOOD

Interior and Exterior	Lath
Hardboard Overlay	Shingles and Shakes
One and Two Sides	Bevel and Bungalow Siding
Hardwood Faces on Fir Core	•
Boat Hull Plywood	Overhead Garage Doors
Long Scarfed Plywood	Douglas Fir House Doors
Exotic Hardwood Plywoods	Flush Doors
Ribbon and Rotary Cut	•
Philippine Plywoods	KAISER — FIR TEX
	Insulating Board Products

### SOUTHERN SALES REPRESENTATIVES

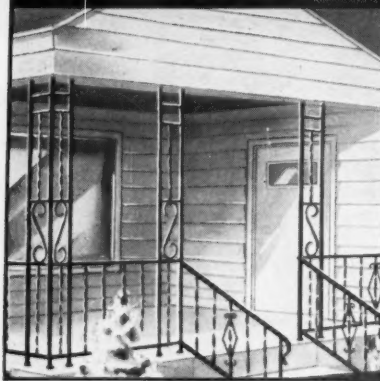
Dant & Russell, Inc., Washington, D. C.  
Dant & Russell, Inc., Fort Lauderdale, Florida  
Bolen-Brunson-Bell Lumber Company, Memphis, Tennessee  
J. E. Elrod Lumber Company, Charlotte, N. C.  
Downing Lumber Company, Anniston and Birmingham, Alabama  
Southern Lumber Sales, Pine Bluff, Arkansas  
Cecil M. Brooks, Dallas, Texas  
Wm. C. Whitridge, P. O. Box 6202, Houston 6, Texas

**Dant & Russell, Inc.**  
PACIFIC COAST FOREST PRODUCTS  
General Sales Offices: Portland 1, Oregon  
DOMESTIC AND EXPORT LUMBER • PLYWOODS • DOORS



## BEST PROFIT PACKAGE

for  
HOME REMODELING



# Versa Railing®

THE ONLY HEAVY DUTY COMPLETELY  
ADJUSTABLE WROUGHT IRON RAILING PRE-  
PACKAGED FOR THE DO-IT-YOURSELF MARKET

Railing sections (4 or 6 ft.) adjust to any angle. Pre-drilled newel post and adjustable fittings make installation a breeze. Requires no detailed diagramming or measuring—cuts necessary inventory to a minimum.

## 3 Basic Parts Work Wrought Iron Wonders!



Complete floor display unit and merchandising package supplied with initial order. Includes display cards, literature, planning charts, order blanks, instruction sheets, and newspaper mats.

**Versa Products Company**  
Lodi 4, Ohio

Send complete details on Versa Railing to:

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

JOBBER \_\_\_\_\_

## Forest Industries Committees Named for Southern and Southwestern States

APPOINTMENT of 1957 chairmen and other members to the Forest Industries Committees of the Southern states has been announced by President Vertrees Young of the American Forest Products Industries, Inc., Washington, D. C., the national Tree Farm sponsor.

They include:

Louisiana — N. W. Sentell, chairman, Continental Can Co., Hodge; T. W. M. Long, Louisiana Builders Supply Co., Inc., Shreveport; and Roy O. Martin, Roy O. Martin Lumber Co., Inc., Alexandria.

Virginia — Carl A. Olsson, chairman, Chesapeake Corp. of Virginia, West Point.

Kentucky — Charles Bringardner, chairman, Martins Fork Lumber Co., Lexington; Roger W. Henderson, Stearns Coal & Lumber Co., Stearns; and Paul McLean, The Wood-Mosaic Corp., Louisville.

Georgia — Hobart Manley, chairman, Reynolds and Manley Lumber Co., Savannah; John B. Giddens, J. N. Bray Co., Valdosta; Mose Gordon, Mose Gordon Lumber Co., Commerce; Frank Schuh, Georgia-Pacific Corp., Augusta; Charles B. West, West Lumber Co., Atlanta; and John W. Zuber, Zuber Lumber Co., Atlanta.

South Carolina — E. E. Dargan, chairman, Dargan Lumber Manufacturing Co., Conway; O. B. Alewine, U. S. Plywood Corp., Sumter; C. S. Jones, Flack-Jones Lumber Co., Inc., Monck's Corner; and E. O. Lightsey, Lightsey Brothers, Miley.

Texas — George W. Stanley, chairman, Kirby Lumber Corp., Houston; John G. Fleming, Fleming & Sons, Inc., Dallas; W. H. Guggolz, George C. Vaughan & Sons, San Antonio; W. B. Henderson, Chickasaw Lumber Co., Fort Worth; Clyde Thompson, Southern Pine Lumber Co., Diboll; and Temple Webber, Temple Lumber Co., Diboll.

Missouri — Leo A. Drey, chairman, Pioneer Forest, St. Louis; M. F. Alford, Long-Bell Division, International Paper Co., Joplin; and Clyde Ruble, Ozark Oak Flooring Co., Bismarck.

Alabama — John Raeburn, chairman, Coosa River Newsprint Co., Coosa Pines; Brady Belcher, W. E. Belcher Lumber Co., Centerville; W. A. Belcher, W. A. Belcher Lumber Co., Birmingham; Leon Clancy, Clancy Lumber Co., Grayson; Earl M. McGowin, W. T. Smith Lumber Co., Chapman; David B. Miller, Alger-Sullivan Lumber Co., Century, Fla.; and W. T. Neal Jr., T. R. Miller Mill Co., Brewton.

Oklahoma — Ross Dugan, chairman, Dugan Lumber Co., Idabel; Joe C. Herron, Herron Lumber Co., Idabel; E. G. Burnett, Burnett Lumber Co.,

Heavener; W. W. Crain, Crain Lumber Co., Clayton; and John Burwell, Dierks Forests, Inc., Idabel.

Tennessee — Sam Nickey Jr., chairman, Nickey Bros., Inc., Memphis; J. R. May, Veach-May-Wilson, Inc., Alcoa; and W. W. Miller Jr., Miller Bros Co., Johnson City.

Walter Amann, Knoxville (Tenn.) *Journal* outdoors editor, was recently awarded a certificate of appreciation by the Tennessee committee, Young announced. The certificate was given Amann "for forceful newspaper reporting that has given the people of east Tennessee a better understanding of the concept that timber is a crop which can be grown with the associated benefits of wildlife and recreation."

Kirk Sutlive, public relations manager for Union Bag-Camp Paper Corp., Savannah, Ga., has been named 1957 national advisory committee chairman of American Forests Products Industries, Inc.

## Dow Adds Building Products

The Dow Chemical Co. has established a building products group as part of its plastics technical service.

Donald R. Gray, head of the new section, will be responsible for development work and technical service on such materials as plastic flashing, tank lining, pipe lining, and other plastics now under development.

Gray has been associated with Dow's Plastics Technical Service extrusion and fabricated products sections for several years.

## Foster Leaves Barclay

R. D. Foster of Avondale Estates, Ga., on May 15 resigned as Southeastern sales representative for the Barclay Manufacturing Co. of New York City.

## Second HIP Show Set

The second Home Improvement Products Show will be held in Chicago, January 27-29, 1958. It is booked at the Sherman Hotel, which can accommodate 300 booths.

Robert Pomerance, HIP Show manager, looks for an audience of 20,000 based on the sell-out success of the first HIP Show held in New York last February.

Exhibit space is open to all products sold or saleable by home improvement specialty dealers.



## Justice and Burford Rise in U. S. Plywood

Establishment by the United States Plywood Corp. of a new sales and service area, the North Central division with headquarters in Cleveland, has resulted in a series of management promotions for Carl W. Justice, Jess P. Burford Jr., and others, according to Monroe W. Pollack, vice-president in charge of sales.

Former district manager in Charlotte, N. C., Justice was promoted to manager of the new North Central division. It includes USP branches in Columbus, Cleveland, Cincinnati, Toledo, and Youngstown, Ohio; Buffalo, Rochester, and Syracuse, N. Y., and Pittsburgh, Pa.

Carroll Cass was advanced from assistant manager to manager of the Charlotte district, succeeding Justice.

Wallace E. Williams, former Southeastern division manager, has succeeded J. O. Dempsey as Midwestern division manager for U. S. Plywood in Chicago. Dempsey was stepped up to Northern region manager. His region includes the Midwestern, North Central, and Northeastern divisions. The latter headquarters in New York City, with Jerry D. Kayne as manager.

J. P. Burford Jr. has succeeded Williams as Southeastern division manager in Atlanta. He formerly was Dallas branch manager.

Other branch managers involved in the USP promotions include:

W. W. Johnston from Kansas City to Dallas.

R. E. Conley from St. Louis assistant manager to Kansas City.

M. M. Spier from Austin salesman to San Antonio.

K. T. Leonhardt from Baltimore salesman to Greenville, S. C.

## "Unit Cost Estimating"

A 20-page chapter on "Unit Cost Estimating" has just been published by the National Retail Lumber Dealers Assn. for distribution through affiliated associations to dealer members. It completes the *Dealer Operating Guide*, which NRLDA has developed in three years.

Prepared by two Michigan dealers, the chapter provides instructions and data that will help a dealer create a short-cut estimating system tailored to his own needs. One table is a materials list showing lumber, nails, and labor required. Another shows figuring of unit costs for principal housebuilding items. A third table illustrates compilation of a job estimate.

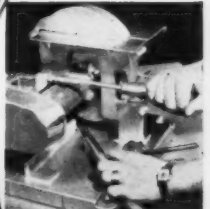
Job estimate forms and typical house elevations are included.

## MR. BUILDING SUPPLY DEALER

it pays

to  
fabricate  
and sell--  
**Vulco ALUMINUM  
SCREENS and  
DOORS**

This is an exploded view of the parts and simple assembly of a VULCO Aluminum Window Screen.



VULCO electric saw miters channel correctly, easily and quickly — anyone can become expert after a few tries.



VULCO Aluminum Inserts are easily placed in position and presto! a super-strong corner.

With screen wire in position, roller locks wire in frame; add spline, and VULCO window screen or door is complete.

A Few Tools, a Few Component parts ... VULCO "Know-How" and YOU'RE IN BUSINESS! In slack seasons, switch your idle labor to fabricating VULCO Aluminum Screens and Doors.



BUY  
FROM



**Vulcan**  
METAL PRODUCTS, Inc.

2801 6th Avenue, South  
Birmingham, Ala.

NEVER your COMPETITOR

A Leader in the Industry since 1945  
Member: "National Association of Manufacturers"  
"Frame Screen Manufacturers Association"

QUALITY GUARANTEED — MAIL COUPON TODAY



To: Vulcan Metal Products, Inc., Dept. SBS  
2801 6th Avenue, South  
Birmingham, Alabama

Please send me complete information about VULCAN Quality Products and VULCAN Service. No obligation.

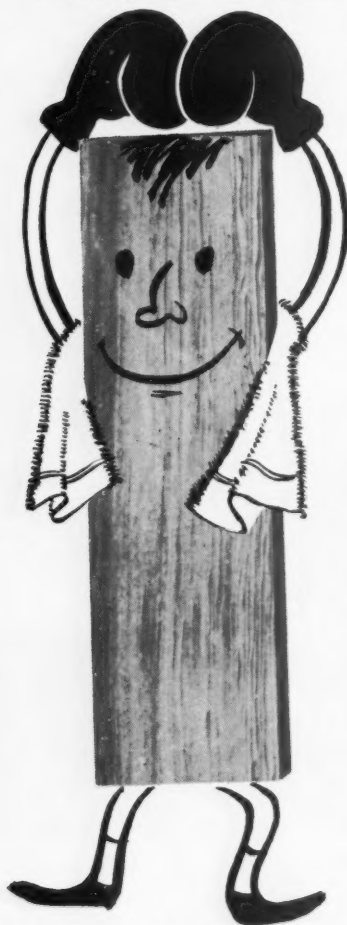
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Sales Offices: Atlanta, Ga.; Birmingham, Ala.; Boston, Mass.; Chicago, Ill.; Kansas City, Mo.; New Smyrna Beach, Fla.; Somerville, N. J.; Tyler, Tex.; York, Pa.

# Redwood Champion — Hobbs Wall



- 92 years of service to dealers everywhere
- Milling, grading, shipping know-how
- The right grades at the right prices
- Your best bet for Redwood, order after order

For the name of your nearest Hobbs Wall wholesaler or commission man, write or wire us.

## HOBBS WALL LUMBER CO.

405 Montgomery St., San Francisco  
GARfield 1-7752 • Teletype SF-761



Hobbs Wall is Exclusive Distributor for  
**WILLITS REDWOOD PRODUCTS CO.**  
A CRA Mill

## WHAT THEY SAY

(Continued from page 42)

saler, when they have the opportunity to save a few dollars from a so-called wholesaler who is actually in direct competition with them."

**From Kentucky**—"The failure of some dealers to take advantage of the merchandising aids which we make available."

**From Virginia**—"No forethought to insure information of requirements in advance." . . . "Complain about their cut-throat competition, but expect the jobber to have the lowest price."

**From Oklahoma**—"They expect and receive our best service on small fill-in orders. Then they try their best to buy larger amounts of the same material direct from the manufacturer."

**From Missouri**—"They don't push lumber as they should. They'll sell a substitute any time they can, as a rule."

**From Louisiana**—"Application of a mark-up that is not commensurate with the service performed, with the result that both dealer and jobber are by-passed."

**From North Carolina**—"Slow pay. Take our money and pay it to others."

**From Alabama**—"Their hesitancy to carry a stock and advertise new products."

**From Texas**—"Poor reception and handling of new products."

Now, read what some dealers say is their "biggest 'gripe' about the services and policies of wholesalers" with whom they deal:

**From Virginia**—"We find that many jobbers are competing with us at the retail level. Their salesmen are calling on drug stores, service stations, and the like. This may be all right but in our opinion purchases of these materials should be through the hardware or lumber dealer. After all, there is nothing to prevent us from buying our razor blades, toiletries, etc., from the wholesaler."

**From South Carolina**—"Some few sell direct to our customers and expect to sell us, too. Also some manufacturers by-pass the wholesaler and sell our competitors at wholesale jobber prices."

**From Texas**—"Shortage in stock carried by jobber."

**From Texas**—"Stay with lumber and hardware dealer and not try to sell straight to contractors."

But most wholesalers and jobbers are quite appreciative of dealers' business for several important reasons, our S-B-S poll proves. Here are some wholesaler answers to the question, "What one factor do you like most about selling to retail dealers?":

**From Tennessee**—"As a group they are a fine bunch of people who are able to offer the legitimate wholesaler a substantial volume of year-round business without the credit problems connected with other classifications."

**From Oklahoma**—"Give us greater customer potential."

**From Louisiana**—"They constitute our only outlet for some lines."

**From Maryland**—"They are just naturally pleasant people from a personal viewpoint."

**From North Carolina**—"Dealers offer us financial responsibility."

**From Alabama**—"Less credit risk. Volume sales. Few complaints."

**From Arkansas**—"Prompt pay."

**From Kansas**—"Some dealer customers arrange profitable dealer-contractor meetings."

## JOBBERS WELCOME

(Continued from page 43)

close the door on them. One never knows who will turn up with a hot, new item. And every salesman has a message that we consider to our interest to hear.

Nevertheless, there was no logic in the former procedure of having salesmen descend upon us en masse on Monday. So we worked out a system to spread out sales calls and tried to cut them down to not more than one a week. Most salesmen have a regular day to call. One of our competitors went further by limiting to once every two weeks, a call by any one salesman.

How our schedule works to the advantage of our store and all salesmen may be illustrated by the case of Toby Knight, salesman for Buell and Company of Dallas.

Knight's schedule normally calls for his arrival about 8:45 a.m. on Thursday, and he is always here promptly. In this there is an obvious advantage to both us and Knight. A week between calls gives him time to prepare information we have asked for and it gives him time in which to thoroughly organize this one call.

My work requires that I spend considerable time on the telephone and that, when occasion demands, I wait on customers, too. When I am forced to temporarily break off our conference, Knight can step over to the desk of John L. Martin, of our hardware department, and transact that portion of his business.

A good salesman does not sit

twiddling his thumbs, nor is he disturbed by interruptions such as I described. A good salesman will take advantage of these interruptions. If neither I nor Martin is available, the good jobber salesman will spend his time maintaining his contacts with some of our own salesmen. It is important for him to do this. Such contacts keep his name, his house, and his products favorably established with our salesmen, who have their fingers on the pulse of demand and buying power.

The service we expect from jobber salesmen and the service they can render, is limited. As I pointed out, we often ask him to accumulate specific and detailed product information. A salesman will often bring along a factory representative and, as a result, we get a better picture of the product and manufacturer. That is a service we like.

However, to have a factory man call on us is one form of service, to have a jobber salesman call on our customers is something else. We never request it. In fact, we disapprove of the practice. With conditions what they are in this industry, one can not be sure that a jobber salesman will not, some day, transfer to some other wholesale house. Then, knowing our customers, he would be in position to attempt to put other products in competition with products we have solidly established with those customers.

**Therefore,** opportunities for direct service by a jobber salesman are less than abundant. As we see it, it about boils down to this: The service of a salesman is the service of his company — what they stock, how they get it to us, and when.

Fraternalization with jobber salesmen on any kind of an independent social level is another practice we avoid. Seldom do we see our jobber salesmen except in our store, at Hoo-Hoo functions, or in conventions. Lunching with one salesman would be inviting all salesmen to indulge in this form of competition. Salesmen seem to have the same viewpoint, for they make no effort at after-hours fraternalization.

Why do we buy from only about 40 per cent of the jobber salesmen who call on us?

The answer seems to be plain enough. Certainly not entirely because of the jobber salesmen as individuals.

You start on one brand and

# Colonel Logan ORNAMENTAL IRON WORK

• IN STOCK!

• IMMEDIATE DELIVERY!

FOUNDED 1872  
**BINSWANGER & CO.**  
INCORPORATED

• Richmond, Va.  
• Roanoke, Va.  
• Greensboro, N. C.  
• Fayetteville, N. C.

• Columbia, S. C.  
• Florence, S. C.  
• Greenville, S. C.  
• Macon, Ga.  
• Jackson, Miss.

• Memphis, Tenn.  
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• New Orleans, La.  
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Save  
up to  $\frac{1}{3}$

COMPARED TO  
MADE-TO-ORDER IRON WORK



Porch columns are adjustable in height. Many graceful designs. Porch and Step Railings available in 10 ft. and 8 ft. lengths. Can be cut to size on job as needed.



## ORNAMENTAL IRON AT BIG SAVINGS

Write today for catalog and new low prices on this profitable line of Colonel Logan ORNAMENTAL IRON. Sold in stock sizes. No detailed measurements, no drawings, no long waiting time . . . you sell off-the-shelf the same as other standard items. Colonel Logan iron work is "fitted" on the job by contractors or do-it-yourself owners. Adds last-

ing charm. Nationally advertised, distributors in all major areas.

**COMPLETE Sales Promotion "package"**, at less than cost, includes: Sample column and railing, outdoor metal sign, indoor counter card, wall chart, self-mailer folders, enclosures. Use the coupon now for catalog and full information, no obligation.

Yes, we have imitators, but Colonel Logan iron work is sturdily constructed of standard railing and column materials. Look before you buy.



Logan Co., 322 Cabel St., Louisville 6, Ky.

Send catalog and new, low prices on Colonel Logan Ornamental Iron.

Name

Address

# Colonel Logan ORNAMENTAL IRON WORK





As a dealer I know it's important to stress quality and performance for products I handle. That's why when lumber is being used near the ground or in contact with masonry, I tell the buyer to use Wolmanized® pressure-treated lumber. Then I know the lumber will last a lifetime and give complete protection against termites and rot. I've found that when I call attention to the low cost protection of Wolmanized pressure-treated lumber, it brings in more lumber business.



If you're a dealer interested in products with growing profit potentials and markets, write for this booklet. It tells you about Wolmanized lumber, where to use it, where to get it.



Wolman Preservative Dept.  
KOPPERS COMPANY, INC.

1456 Koppers Building, Pittsburgh 19, Pa.



**Wolmanized®**  
PRESSURE-TREATED LUMBER

you stay with that brand because you have it established. You sell that brand solidly to your customers and some of them become quite fastidious, insisting on that and that only. Then there is the stocking problem. Why, physical capacity for storage alone would prevent us from buying from all salesmen who call.

Generally speaking, any jobber is entitled to consideration who sells lines we stock and sell, who maintains an adequate inventory, who has a good delivery system, an aggressive and helpful sales force and, most of all, who maintains what we consider a fair and equitable distribution policy. Being that kind of jobber, he has the type of salesmen who are welcome here.

## LINES HANDLED

(Continued from page 45)

wood. Now, 83% sell plain surface, and 55% sell decorative panels. Now, also, 29% sell wood particle board.

More jobbers now handle exterior house paint—up from 16% to 21%. This is only 1% less than sell interior paints.

The complete summary of this survey of products handled by jobbers has been printed by the Southern Sash and Door Jobbers Association. It shows returns by "districts of states" for all 144 types and classes of materials.

## Jobbers Optimistic, Add Varied New Lines

WHOLESALEERS of building supplies are adding new lines and intensifying their sales promotion activities to help make 1957 as good a business year as 1956.

However, an S-B-S poll of representative distributors in the 18 Southern and Southwestern states indicates that they expect their sales volume to be about 10 per cent below '56. The tabulation showed that 30% expect business to be the same as last year; 57% expect it to be off from 5% to 30%, while 13% anticipate sales gains of from 5% to 12%.

Testimony of the wholesalers shows that they are adding more lines this year than they have in several.

The most common lines added by

wholesalers this year are aluminum windows, prefinished plywood, polyethylene film, and combination doors.

Among the other products recently taken on by jobbers are cement paint, aluminum roofing, plastic wall tile, wood block flooring, electric tools, insulation board, cabinet hardware, fiber-glass paneling, built-in ranges, kitchen cabinets, and fir moldings.

Other new items in wholesalers' stocks are plywood siding, cedar sidewalls, aluminum framed screens, reinforcing mesh, sliding door hardware, and plastic counter-topping.

## USG Markets Adhesive

Miracle Adhesives Corp., Bellmore, N. Y., has appointed the U. S. Gypsum Co. as exclusive national distributor for its new construction adhesive.

Sheetrock Brand Adhesive is used as adhesive nail-on of gypsum wall-board to framing members in dry-wall construction. When this adhesive is applied in bead form, the company claims, only 50% as many nails are required as in conventional methods.

## Automation Hardboard

Pushbutton panels operate a new hardboard factory in Little Rock, Ark.

According to Hardy & Co., Inc., factory owner, two major control panels handle the material from its raw state to the final oil treatment process.

The product will be known as Hardyboard. This trade-mark name was derived from the name of company president, Robert L. Hardy.



"I know you love your husband, Mrs. Pining, but we can't make a key for his jail cell."



## HELPFUL LITERATURE

**BEVELED SIDING.** A four page brochure illustrates application methods and provides specific data on packaging, coverage, weight, size and thickness of Harborite beveled siding, an overlaid siding with a rabbeted lap. Harbor Plywood Corp., Dept. SBS, Aberdeen, Wash.

**UNDERWATER METAL DETECTOR.** A 24-page catalog contains complete descriptions and uses of underwater and other metal detectors. Gardiner Electronics Co., Dept. SBS, 2545 East Indian School Road, Phoenix, Ariz.

**WATER PUMPS.** A loose-leaf catalog contains the complete Commander line of water pumps, water systems, and sump pumps designed to provide high capacities and pressures. The Tait Manufacturing Co., Dept. SBS, 200 Detrick Street, Dayton 1, Ohio.

**PLASTIC PIPES.** A 16-page brochure explains the advantages, installation methods and selection of flexible, semi-rigid, and rigid plastic pipes. It also contains chemical resistance charts and flow and friction tables. Crescent Plastics, Inc., Dept.

SBS, 955 Diamond Avenue, Evansville 7, Ind.

**CONSTRUCTION MATERIALS.** "Ideas for Industry" is the name U. S. Gypsum gives its 33-page presentation of the research and development of stone, metal and wood. U. S. Gypsum Co., Dept. SBS, 300 W. Adams Street, Chicago 6, Ill.

**HOME IMPROVEMENT FOLDERS.** Insulite Division, Dept. SBS, Minnesota and Ontario Paper Co., Minneapolis 2, Minn., offers eight profusely-illustrated "how-to-do-it" guides. Subjects include: "How to Build a Low-Cost Basement Amusement Room," "How to Add a Room to the Outside of Your Home," "Make Extra Living Space in Your Attic," "It's Easy to Build Your Own Garage," "New Ceilings for Old," "Better Farm Buildings Now at Lower Cost," "How to Get More Living Space . . . or a New Garage," and "How to Improve Your Home."

**WOOD PANELING.** The uses of Douglas fir, West Coast hemlock, and Western red cedar in modern home paneling are colorfully illustrated in a brochure offered by the

Rosboro Lumber Co., Dept. SBS, Springfield, Ore. A special section explains "white speck Douglas fir," a characteristic which offers an extraordinary color variation.

**HEATING REGULATOR.** "Modern Control of Building Temperatures from Outdoors" is a four-page illustrated brochure on regulators and time switches made by Automatic Devices Co., Inc., Dept. SBS, 714 Hillgrove Avenue, Western Springs, Ill. It describes how heating systems may be made fully automatic.

**INCANDESCENT LIGHTING.** An incandescent lighting guide book for commercial, industrial, and residential lamp users has been issued by the Sylvania Electric Products, Inc., Dept. SBS, 1740 Broadway, New York 19, N. Y.

**ESTIMATE FORMS.** The Tennessee Building Material Association, Dept. SBS, 711 Broadway, N. E., Knoxville 17, Tenn., offers inexpensive personalized estimate forms. Forms available are master estimate, junior quotation, and purchase order forms. Low price of each item includes imprinting of dealer's name and address, plus padding of forms into convenient sets of 50.

**DOOR AND WINDOW FRAMES.** Minimum requirements for standard stock exterior wood window



See your distributor or write us about prices; also Z-BAR TYPE DOORS AND SPECIAL SIZES

**Jayhawker** 

### ALL-ALUMINUM SCREEN DOORS

**CONSTRUCTION:** Satin finish extruded frame, sag-proof corners, concealed attached hinges, finger-tip latch with inside lock.

**APPEARANCE:** Most beautiful.

**ECONOMY:** Lowest in price, easiest installed.

The Jayhawker comes complete with Expander channel for the hinge side of the door, Expander for the bottom, hinges, latch, two  $\frac{3}{4}$ " push bars, all necessary screws, and instructions for jiffy installation.

The side Expander has two 6" piano-type concealed hinges permanently attached in such a way that there is no necessity of even mortising the door jamb. This makes the Jayhawker the easiest to install of all aluminum door screens — self positioning and self aligning. Simply cut the side Expander to length, attach it to the jamb, and slip the door into place. Simple?

The kick plate being reversible, doors may be had drilled ready for the latch and can be hung with either side out eliminating rights and lefts.

Adjustable in width from  $\frac{1}{2}$ " undersize to  $\frac{1}{2}$ " oversize and in height to 1" oversize.

Standard Sizes: 2'6" x 6'8" — 2'8" x 6'8" — 3'0" x 6'8" — 2'8" x 7'0" — 3'0" x 7'0".

**MODERN PRODUCTS, INC.**

1032 W. Kansas • McPherson, Kansas

and door frames are contained in CS208-57, a release by the Commodity Standards Division, U. S. Department of Commerce. Copies at 15c each from the National Woodwork Manufacturers Assn., Dept. SBS, 332 South Michigan Avenue, Chicago 4, Ill.

**GAS-VENTING CATALOG.** A catalog of vent pipe and fittings for gas-burning devices has been issued by the Dura-Vent Corp., Dept.

SBS, 2525 El Camino Real, Redwood City, Calif. Detailed data are included on double-wall, air-insulated vent pipe in both 4" oval and in standard round pipe sizes, including fittings.

**MEDICINE CABINETS.** The latest trends in medicine cabinets are presented in a catalog offered by the Bennett Manufacturing Co., Dept. SBS, Alden, N. Y. Catalog No. 572 also introduces Bennett's new line of fluorescent-lighted models, with both hinged and sliding doors.

**GROWING WOOD SUPPLY.** "Our Growing Wood Supply" is a four-color booklet which describes forest management expansion, fire prevention, increased insect and disease control, and the latest forest research developments. American Forest Products Industries, Dept. SBS, 1816 N Street, N. W., Washington 6, D. C.

**ELECTRIC THERMOSTAT.** A single-throw, reverse-acting thermostat which closes on a rising temperature and comes in temperature ranges up to 800°F is covered in Bulletin RT-804 from Robertshaw-Fulton Controls Co., Dept. SBS, 110 East Otterman Street, Greensburg, Pa.

**FIR PLYWOOD.** The "hows" of buying, working, and finishing Douglas fir plywood are extensively covered in three booklets available from the Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

**AIR GRILLES.** A 24-page catalog on the complete line of Uni-Flo air distribution grilles is available from Barber-Colman Co., Dept. SBS, Rockford, Ill. It includes data on accessories and photographs of smoke tests showing the performance of the Uni-Flo grilles and accessories.

**HOME LIGHTING.** A 16-page booklet, "Bright Ideas for Brighter Living," includes sections on exterior and interior lighting for every room and all outdoor yard areas. Sylvania Electric Products, Inc., Dept. SBS, 1100 Main Street, Buffalo 9, N. Y.

**HARD MAPLE FLOORING.** A booklet, "How to Lay a Lifetime Floor of Northern Hard Maple," contains tips on laying and finishing hardwood floors. Maple Flooring Manufacturers Assn., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

**CABINET HARDWARE.** Trans-Atlantic Co., Dept. SBS, 5 North Water Street, Philadelphia 6, Pa., offers an illustrated catalog of its complete line of builders and cabinet hardware. Included is a jobbers net price list.

**METAL PARTITION.** Decibel sound transmission loss, fire resistive ratings, and erection and material specifications are covered in a new

## Classified Advertising

Terms — Cash With Order  
Minimum Charge \$5.00

### RATES:

\$10 per word for each insertion.

Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES  
806 Peachtree St., N.E.  
Atlanta 8, Georgia

### SALESMAN WANTED

Experienced salesman wanted for wholesale building material firm in medium large mid-western city. Company carries complete line of stock building products and millwork, selling exclusively to lumber yards. Business has been established for many years. Substantial salary, expenses and automobile furnished. Ages 30 to 50 may apply. Experience in this field is necessary to qualify for position. Please be explicit in stating references. Box 83, care SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N.E., Atlanta 8, Georgia.

### SALESMEN — SCREEN DOORS

Live wires in all territories to sell a hot selling "All-aluminum" screen door complete with hardware as low as \$13.72. Representatives who mean business can clean up fast. Full co-operation and territorial protection on reorders; highest commissions. Write us about your operations.

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P. O. Box 425, Hollywood, Florida

### A SALES CAREER

Our expansion program has created an unusual opening for an industrious, creative salesman in the Jacksonville, Florida area. Exceptional opportunity for growth within the foremost company in the growing hardboard industry. Good starting salary and incentive, automobile furnished if required, liberal health, retirement and insurance benefits. Reply by letter stating age, education, business history and salary requirements. Replies held in strictest confidence and a personal interview arranged for qualified applicants. MASONITE CORPORATION, 1330 WEST PEACHTREE STREET, N.W., ATLANTA 9, GEORGIA.

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Protected territories open to manufacturers representatives now calling on wholesale building supplies, Sash and Door Jobbers and similar wholesale outlets to represent popular line of flush door inserts. Must have established following. Reply to Box 84, care SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N.E., Atlanta 8, Ga.

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TRADE MARK

**Handles . . .**

10 BAGS OF CEMENT  
8 BAGS OF PLASTER  
13 BAGS OF MASONRY CEMENT, ETC.

**Pallet Trucks**

NOT A SNAG IN A BAG IN A CARLOAD

WRITE FOR LITERATURE TODAY!

**Anthony TRUCK CO.**  
PADUCAN, KENTUCKY



**DURHAM'S Rock Hard WATER PUTTY**  
WILL NOT SHRINK  
STICKS AND STAYS PUT

**Here's the one that WON'T SHRINK**  
This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. SELLS BETTER because it WORKS BETTER.

Most dealers report: "Our sales of Durham's Rock - Hard Water Putty keep doubling, year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or six 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users. Order from your jobber.

**The PLASTIC Repair Material in POWDER Form**

**DONALD DURHAM COMPANY**  
Box 804-C  
Des Moines, Iowa



20-page manual which illustrates and describes seven partition systems. Penn Metal Co., Inc., Dept. SBS, 40 Central Street, Boston 9, Mass.

**PLASTER WALLS.** Technical Bulletin No. 8 enumerates fire resistive ratings for metal lath and plaster in steel and wood construction. Having undergone its sixth revision, the circular now gives ratings for columns; steel beams, girders, and trusses; floors; partitions; and walls. Metal Lath Manufacturers Assn., Dept. SBS, Engineers Building, Cleveland 14, Ohio.

**BUILDING TOOLS.** A 92-page catalog describes 1,500 tools used by builders in the trowel and general construction trades — from simplest hand tools to husky power equipment. Goldblatt Tool Co., Dept. SBS, 1910 Walnut Street, Kansas City 8, Mo.

**ALUMINUM SLIDING WINDOWS.** The Southern Sash Sales & Supply Co., Inc., Dept. SBS, 818 20th Street, Sheffield, Ala. offers a catalog showing the many uses of the Ualco Lifetime aluminum horizontal sliding window. Specification details and drawings are included.

### New Vermiculite Uses Reported at Convention

At the recent annual convention of the Vermiculite Institute in Fort Lauderdale, Fla., new uses for vermiculite were reported.

C. H. Wendel, president of the California Zonolite Co., Los Angeles, was elected president.

A new ruling by the Federal Housing Administration was announced by Stanley K. Robinson, chairman of the institute's insulation committee. This ruling permits vermiculite fill insulation to be installed in attics of homes throughout the nation without the requirement of a vapor barrier where proper ventilation is provided.

A growing use for vermiculite, disclosed by a recent survey, is to insulate hollow core blocks, Robinson said. Tests have shown that filling the cores with vermiculite doubles the insulation value of the wall, regardless of the type of aggregate used in making the block, he added.

R. W. Sterrett, chairman of the institute's concrete committee, presented a report from the International Conference of Building Officials, recommending a 1:4 mix of vermiculite concrete over form board as a satisfactory structural roof deck alternate to materials specified in the Uniform Building Code.

### Builder Wins European Trip

Lloyd A. Denton, San Antonio, Tex., builder, recently won a free trip to Europe for two. Presented by the Producers Council, the trip was the grand national prize given for attendance at a showing of the council's traveling building material and equipment exhibition, the Home Building Caravan.

Denton's name was drawn from among several thousand builders and residential architects who saw the caravan during its 38-city, seven-month tour which concluded in Detroit, April 12.

*Here's a NEW PRODUCT  
that will make you  
NEW PROFITS*

## Colonial

### All-Aluminum SHUTTERS



Greater profits can be yours with Colonial all-aluminum shutters. Backed by a carefully planned and organized sales program, you will not lack for a sales promotion program which will help Colonial Shutters sell! Consumers find them practical and inexpensive . . . ideal for modernizing homes.

**CHECK THESE "Sell-on-Sight" FEATURES**

- will not rust, rot, or rattle
- has no welded parts or rivets
- will not break or pull apart
- has a baked enamel finish
- comes in 8 decorator colors
- sizes: heights 35½" to 85½"; widths 14" and 17"
- approved by both VA and FHA
- easily installed with a screwdriver

We cordially invite you to become a part of our nationwide family. Each letter will receive prompt personal attention. Write today for details and prices.

**LOUIS T. GARRETT COMPANY**  
Greenville, Mississippi



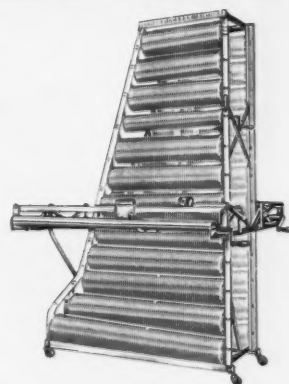
## MARVEL GLASS HOLDER

Automatically measures and squares glass; no metal touches glass surface; cushion grip absorbs shock. Easy safe cutting. Removes salvage down to 1/16" on single strength and 1/8" on double strength, or the thickness of the glass, without endangering the main pane. Increasing use of metal sash has made this a vital feature. Over 60,000 in use today. Made in four sizes and is priced within the reach of even the smallest dealer.

## MARVEL SCREEN RACK, 9 MODELS

Meets the demand for showing variety of sizes. All models have cutter, winder, and automatic measuring gauge. Any roll measured and cut without removal from the rack. Priced for even the smallest dealer. Write for complete catalog of all MARVEL products.

**MARVEL RACK MFG. CO., Inc.**  
Dept. SBS, 24 No. First St., Minneapolis 1, Minn.





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BUT—IT CAN BE MADE SMOOTH QUICKLY,  
EASILY AND INEXPENSIVELY *with*

**Camp's Latex Concrete**

**REPAIR — TOPPING — WELDING**  
REVOLUTIONIZES cement and masonry repairs—  
ELIMINATES the CHIPPING or ROUGHENING,  
PRIMING and CURING that are necessary  
with ordinary cement patching materials.  
What's more, it is applied as THIN as 1/8" or  
more than 1" whatever thickness needed.

Saves contractors, home owners, farmers,  
maintenance men hundreds of dollars in  
concrete replacement and repairs.

INCREASE YOUR SALES-DOLLAR VOLUME

INSTANTLY *with* **Latex Concrete**

REPAIR AND TOPPING IN THESE 3 SIZES  
a terrific seller in the "Fix-It-Yourself" market!



**SMALL KIT — 8 lbs.**  
(sufficient to repair 50 to  
150 ft. of average cracks)  
LIST PRICE . . . . . \$2.95



**LARGE KIT — 14 lbs.**  
(double size)  
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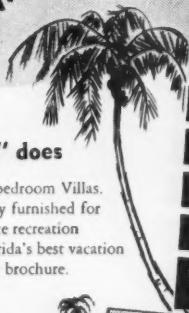
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52 lb. drum  
Includes 40-lbs. powder  
mix, 1 gallon latex mixer.  
Sufficient to cover approx.  
100 sq. ft., 1/2" thick  
LIST PRICE . . . . . \$10.00

BOTH KITS include powder mix, liquid rubber latex and a trowel.  
See your wholesale supplier or write today for complete information.  
Prices are F.O.B. Chicago.

**The CAMP COMPANY, Inc.** Dept. 5867 6958 South State Street  
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OVER 21 YEARS OF CONTINUOUS SERVICE



# FLORIDA Vacation For All Your FAMILY!



650 VILLAS  
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AT THE WORLD'S  
MOST FAMOUS BEACH

**Vacation as  
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Your choice of one, two or three bedroom Villas.  
All on the ground floor, completely furnished for  
vacation living. This, with complete recreation  
facilities, makes Ellinor Village Florida's best vacation  
buy. Write today for 28 page color brochure.

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**\$59<sup>50</sup>**  
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## ELLINOR VILLAGE

DAYTONA BEACH Florida



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